

VOLUME 66

OCTOBER, 1920

NUMBER 1

# *The* **INLAND PRINTER**



Leading Trade Journal of the World  
in the Printing & Allied Industries

Forty Cents





HOUSE BEAUTIFUL  
ATLANTIC MONTHLY  
CENTURY · ASIA · ST. NICHOLAS

*These Five* are the product of the Rumford Press, Concord, N. H., who also print twenty-five others—from the *Yale Review* to smaller scientific and technical publications—each of typographic excellence.

THESE MAGAZINES especially are treasured for their literary quality—the high-grade typography possible only from single types makes each of them a fitting addition to the finest libraries.

RUMFORD PRESS operates Monotype Composing Machines exclusively, as the only means of attaining the superiority of SINGLE-TYPE composition with the economy of mechanical production.



MONOTYPE NON-DISTRIBUTION  
IS, OF COURSE, AN INTEGRAL PART OF THE  
RUMFORD PRESS EQUIPMENT



*Lanston Monotype Machine Company · Philadelphia*

NEW YORK

BOSTON

CHICAGO

TORONTO

MONOTYPE COMPANY OF CALIFORNIA · SAN FRANCISCO

Form 304

This advertisement is composed in Monotype Old Caslon Series No. 337. Monotype rule border.





# Brother Jonathan Bond

*"The paper that you know"*

This paper has been manufactured with the watermark **Brother Jonathan Bond** for thirty years and before that without the watermark. This one standard line has been in existence and used by printers for a longer time than the average business today has been established.

Used for lithographing and engraving in 1889 and used today for the same purpose.

The best paper for business correspondence.

## Butler Paper Corporations

### DISTRIBUTORS OF BUTLER BRANDS—STANDARDIZED PAPER

J. W. Butler Paper Company Chicago, Illinois  
Standard Paper Company, Milwaukee, Wisconsin  
Missouri-Interstate Paper Co.

Kansas City, Missouri  
Mutual Paper Co. Seattle, Washington  
Endicott Paper Co. Portland, Oregon  
National Paper & Type Co. (Latin America)

New York City

National Paper & Type Co. Havana, Cuba

National Paper & Type Co.

Buenos Aires, Argentine Republic

National Paper & Type Co. Mexico City, Mexico

National Paper & Type Co. Monterrey, Mexico

National Paper & Type Co. Guadalajara, Mexico

National Paper & Type Co. Guaymas, Mexico

National Paper & Type Co. Mazatlan, Mexico

National Paper & Type Co. Lima, Peru

Mississippi Valley Paper Co. St. Louis, Missouri  
Southwestern Paper Co. Dallas, Texas  
Southwestern Paper Co. Houston, Texas  
Pacific Coast Paper Co. San Francisco, California  
Sierra Paper Co. Los Angeles, California  
Butler Paper Company Detroit, Michigan  
Butler American Paper Company  
New York, Chicago, San Francisco  
Central Michigan Paper Co., Grand Rapids, Mich.



**"Butler Paper is Better Paper"**

# TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET  
SPECIAL MAGAZINE  
MACHINE FINISH  
TICONDEROGA FINISH



MUSIC  
EGGSHELL  
SCHOOL TEXT  
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

## DO NOT DELAY!



Perfect, economical and durable. A practical register block.  
Send for list of Satisfied Users with their comments on the System.

UNIQUE STEEL BLOCK CO.  
Waverly, N. Y.

## The Robert Dick Mailer

Combines the three great essentials to the publisher:  
**SPEED — SIMPLICITY — DURABILITY**

Read what one of the many users has to say.

The Waco Times-Herald,  
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,  
139 W. Tupper St., Buffalo, N. Y.  
Gentlemen.—I have been using your patent  
mailer for five years with most satisfactory  
results, and think it is the best and speediest  
machine on the market to-day. My record  
per hour is 6,500, which I think is the best  
record in Texas. Would be pleased to have  
you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,  
Foreman Mailing Dept.  
Manufactured in inch and half inch sizes  
from two to five inches.

For further information, address  
**Rev. Robert Dick Estate, 139 W. Tupper St.  
Buffalo, New York**

DAYTON AND OSWEGO

**SEYBOLD**  
CUTTING MACHINES

MACHINERY FOR PRINTERS, BOOKBINDERS  
LITHOGRAPHERS, PAPER MILLS

THE SEYBOLD MACHINE COMPANY  
DAYTON, OHIO

BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS  
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM  
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

## The INLAND PRINTER

Vol. 66, No. 1

HARRY HILLMAN, Editor

October, 1920

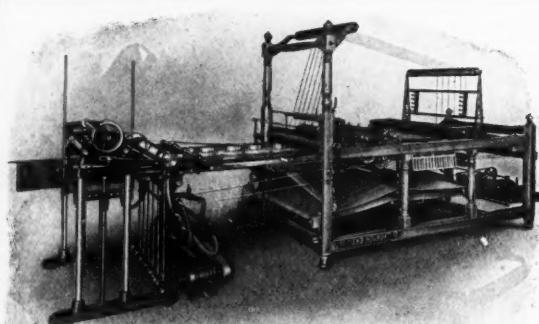
Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.  
New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c.  
Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at  
Chicago, Illinois, under Act of March 3, 1879.



The Fort Wayne Printing Company, Fort Wayne, Ind., write us in regard to the Hickok Automatic Paper Feeder as follows:

*Our satisfaction with the Hickok Feeder is best expressed by the fact that two days after installation, we ordered another feeder. We are operating the Hickok Feeders twenty-two hours a day, delivering to the lay-boy ruled sheets 34 1/2 x 43 1/2 inches at the rate of over six reams per hour. This result is produced with men who never operated automatic feeders prior to two weeks ago. We believe with longer experience, greater output will be possible.*

**THE W. O. HICKOK MFG. COMPANY**

Established 1844

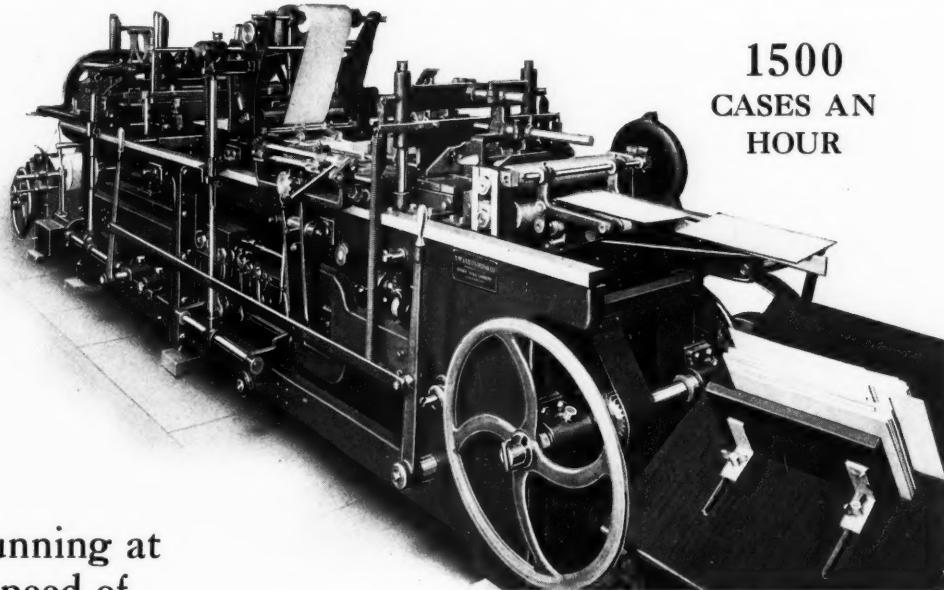
Harrisburg, Pa., U. S. A.

The Hickok Automatic Paper Feeder

Please Mention THE INLAND PRINTER When Writing to Advertisers.

# THE NEW SHERIDAN CASEMAKER

*The Greatest Money Maker ever put in an Edition Bindery*



Running at  
a speed of  
over 35 cases  
per minute,  
this machine  
will turn out  
from 10,000 to  
15,000 cases  
per day.

Only one operator is required, as the machine is automatic throughout. The cloth is fed from a continuous roll and cut off to size. The boards are fed in from the side, at right angles to the web. The corners are cut and turned in like a hand made case. The back linings are cut from a continuous roll and placed in position. The cases are finally passed through a case smoother and delivered perfect finished cases—**ALL AUTOMATICALLY**.

The adjustments for setting this machine have all been greatly simplified, and changes from the smallest to the largest sizes can now be made so rapidly that the very smallest editions can be handled on this machine economically. Spoilage is reduced to a minimum.

The New Sheridan Casemaker is revolutionizing the manufacture of cloth cases. It will pay you to send for our circular, which gives a few reasons why the New Sheridan Casemaker is the best Casemaker on the market.

## OTHER TIME AND LABOR SAVING MACHINES

**The New Gullberg and Smith Book Gatherer.**—The machine that thinks! It cuts the cost of gathering in half, eliminates spoilage, and saves two-thirds of the floor space.

**The New Sheridan Continuous Coverers and Binders** will easily handle over twenty-five thousand books per day.

**The Small Twelve-inch Horizontal Coverer** for the job and trade pamphlet binder is absolutely indispensable, covering from eighteen to twenty thousand books per day at a minimum cost.

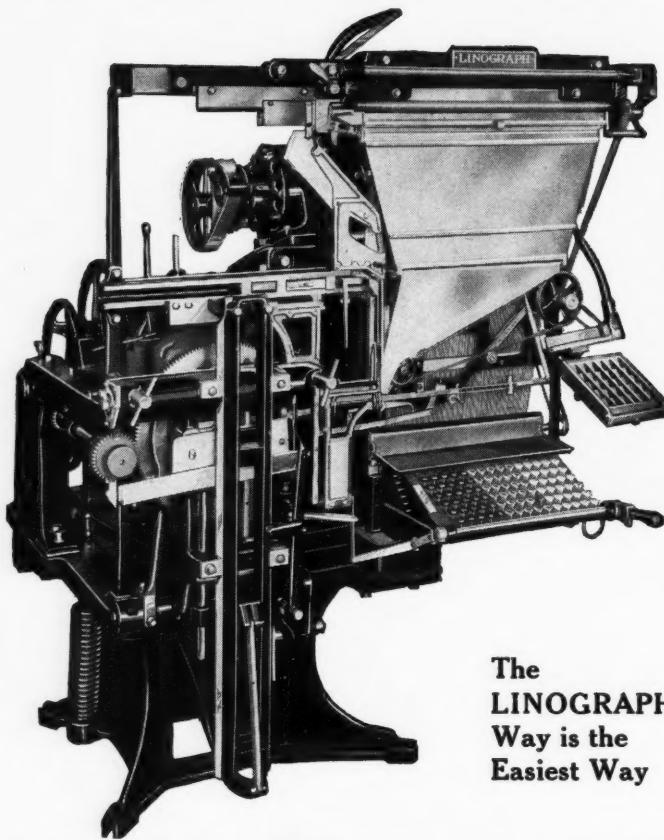
*Write for full particulars.*

**T. W. & C. B. SHERIDAN CO.**

401 Broadway, New York City, N. Y.

609 S. Clark Street, Chicago, Ill.

# THE LINOGRAPH



The  
**LINOGRAPH**  
Way is the  
Easiest Way

## The Linograph will Serve Every Printer

**Every Printer**—large or small, newspaper or job office—can use a LINOGRAPH to advantage if he can use any line-casting composing machine.

**Every Printer** wants the machine that will produce slugs with low quad lines.

**Every Printer** wants the machine that will produce his composition at lowest cost.

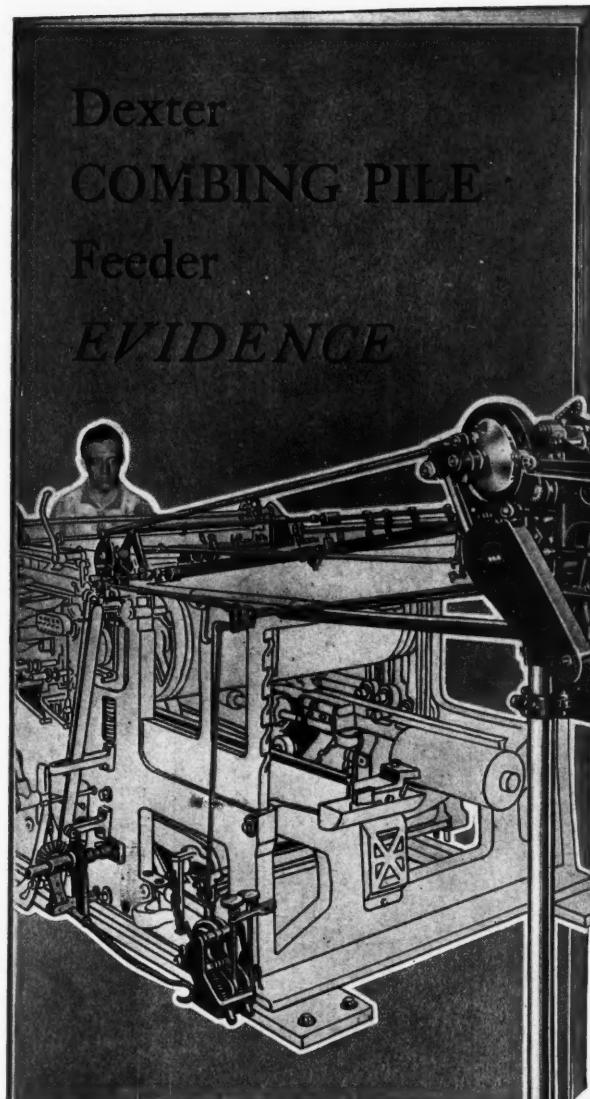
**Every Printer** wants the machine that will make him the most independent of the factory and highly skilled mechanics.

*No other machine meets these requirements as  
fully as the LINOGRAPH. Ask for literature.  
Ask for names of users in your neighborhood.*

**THE LINOGRAPH COMPANY**  
DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE  
General European Agent  
Rue des Boiteux 21, Brussels, Belgium.

PARSONS & WHITTEMORE, INC.  
Agents for Australasia  
30 Market Street, Sydney, Australia, N. S. W.



Dexter  
COMBING PILE  
Feeder  
EVIDENCE

THE extracts from recent testimonials contained in this booklet are published simply to convince you that you should at least look into automatic feeding before making new decisions regarding replacements or additional equipment. Send for a copy.



An Order for Another

We are herewith enclosing our check in payment of the Dexter Combing Pile Feeder which you recently installed in our plant, and are herewith handing you our order for another feeder. I want to say that I am well pleased with the work that it has done and when we get into our new plant, which is under construction, we, no doubt, will require the third one.

THE PREMIER PRESS, Cleveland, Ohio

The appreciation and praise that Dexter Combing Pile Feeder owners express is our greatest asset in marketing this machine.

Every new installation adds to our list of friends and boosters. Let us put you in touch with Dexter Combing Pile Feeder users so that you may actually hear their enthusiastic opinion of automatic feeding. What our users say is a safe buying guide for you to follow.

**DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York**

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering  
and Wire-Stitching Machines*

CHICAGO

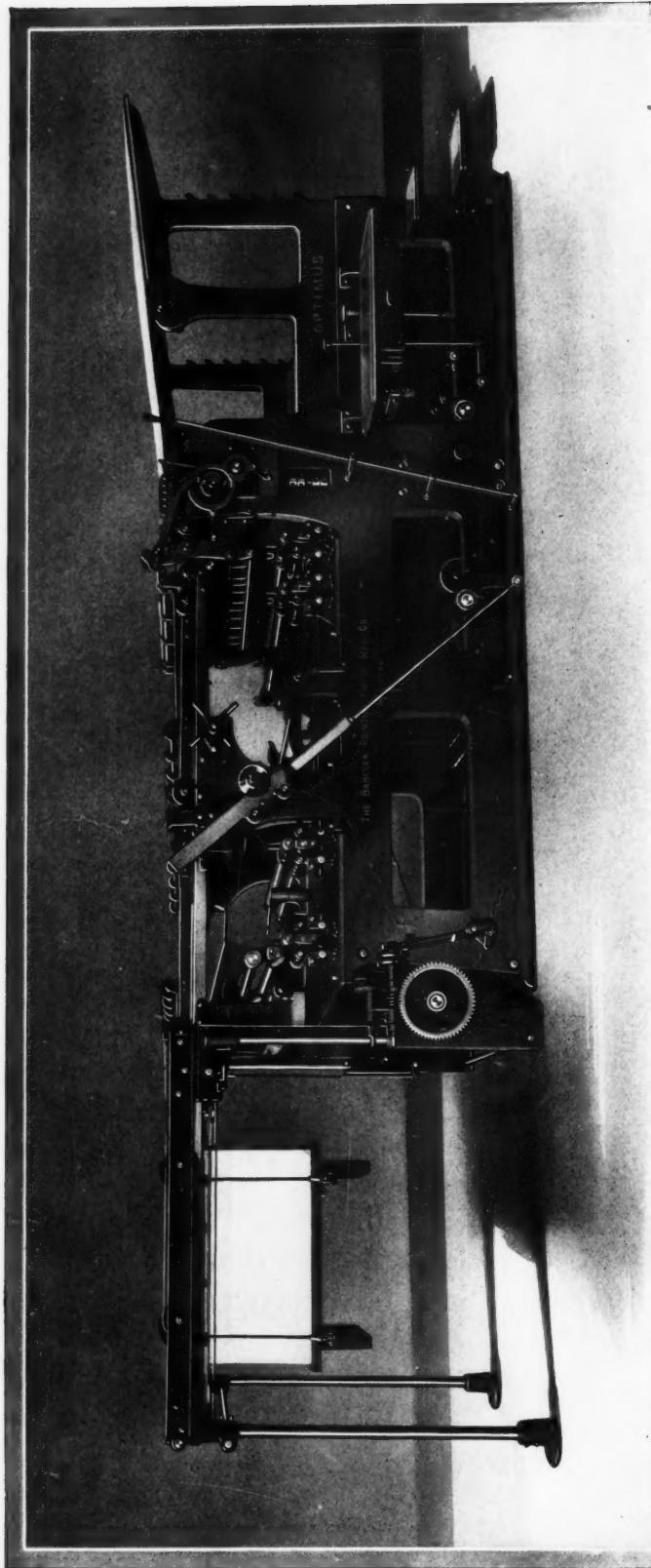
PHILADELPHIA

BOSTON

DALLAS

ATLANTA

SAN FRANCISCO



**T**HE Babcock Extended Delivery, like other Universal Equipment features on the **Optimus**, is unequalled in operating economy. The down feed per impression can be instantly changed to cover the entire range of stock thicknesses, from tissue to cardboard. \* \* \* The jogger is quickly adjusted for any size sheet without the use of tools. \* \* \* The pile may be removed from the front or from either side with equal ease. \* \* \* The pile table is easily returned to starting position by one person. \* \* \* Slip-sheeting is eliminated on this Babcock combination because the **fifth** sheet is being printed as the first is being covered. Consider these advantages, and then note the compactness and simplicity of this latest product of the Babcock factory.

## The Babcock Printing Press Manufacturing Company

MAIN OFFICE AND FACTORY: NEW LONDON, CONN.

NEW YORK OFFICE: 38 PARK ROW

BARNHART BROS. & SPINDLER, *General Western Agents*, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul and Seattle.

MILLER & RICHARD, *General Agents for Canada*, Toronto, Ontario and Winnipeg, Man.

JOHN HADDON & COMPANY, *agents*, London, E. C. GORDON & GOTCH, *General Agents for Australia*. NATIONAL PAPER & TYPE COMPANY, *General Agents for Mexico*, Central America, and South America.

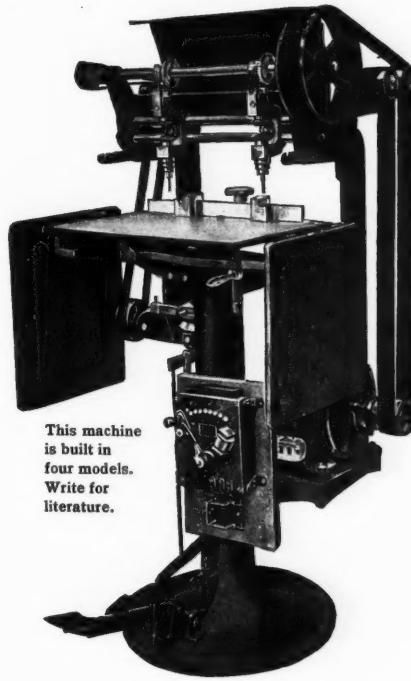
LETTERGRIETERIJ "AMSTERDAM", *General Agents for Holland, Belgium, and the Dutch Possessions*.

HANSEN & SKOTVEDT, *General Agents for Norway*. KARL M. GRONBERG, *General Agent for Sweden*.

F. L. BIE, *General Agent for Denmark*.

## Read Our List of Daily Users

**This machine will drill perfect holes through the hardest and thickest kind of cardboard, binder's board, or any kind of paper stock, at terrific speed. In addition to the machine illustrated, we have models in a variety of styles to meet the user's purpose.**



# Berry Round Hole Cutter

#### CHICAGO, ILL.

Ackerman-Quigley Printing Co., 727 W. Van Buren St.  
Armour Printing Works, Union Stock Yards.  
H. J. Armstrong & Co., Rand, McNally Bldg.  
R. R. Donnelley & Sons Co., 731 Plymouth Court.  
The Faithorn Company, 500 Sherman St.  
Glennon & Kern, 626 South Clark St.  
W. F. Hall Printing Co., Superior and Kingsbury Sts.  
Hale Specialty Co., 118 N. Jefferson St.  
The Harvester Press, 600 W. Adams St.  
Hedstrom, Barry Company, 618 W. Sherman St.  
J. W. Hoodwin Company, 2940 W. Van Buren St.  
Magill-Weinsheimer Company, 1322 Wabash Ave.  
Poole Brothers, 8x W. Van Buren St.  
Rockwell Barnes Co., 815 Wabash Ave.  
Rogers & Hall Company, Polk and La Salle Sts.  
Sears, Roebuck Company (4).  
Stationery Mfg. Co., 732 Federal St.  
Shea Smith Company, 320 Federal St.  
Workman Mfg. Co., Racine and W. Monroe Sts.

#### ST. LOUIS, MO.

Becktold Printing Mfg. Co., 210 Pine St.  
Blackwell-Wielandy Book & Stationery Company,  
1602 Locust St.  
C. P. Curran Printing Co., 8th and Walnut.  
Cupples Company.  
Garrison-Wagner Printing Co., 17th and Locust Sts.  
Isler Thompson Litho Co., 1602 Locust St.  
St. Louis Bindery Co., 9th and Walnut.  
S. F. Myerson Printing Co.  
Stewart Scott Printing Co., 313 Chestnut St.  
Woodward & Tiernan Printing Co., 309 N. 3rd St.

#### NEW YORK CITY, N. Y.

American Lithograph Co., 52 East 20th St.  
Gardiner Binding & Mailing Co., 76 Lafayette St.  
Metropolitan Life Insurance Co.  
New York Public Library, 476 Fifth Ave.

John P. Smith Printing Co.  
The Read Printing Co., 106 Seventh Ave.  
E. C. Lewis Co., 461 Eighth Ave.  
Robert Gair Company, Foot of Washington St.  
Wyncoop-Hallenbeck-Crawford Co.

**MISCELLANEOUS**

Atlanta Printing Works, Atlanta, Ga.  
Adams Brothers Company, Topeka, Kan.  
American Sales Book Company, Niagara Falls, N. Y.  
American Sales Book Company, Elmira, N. Y.  
American Pad & Paper Company, Holyoke, Mass.  
Associated Students' Store, University of California,  
Berkeley, Cal.  
Edward Barry Company, San Francisco, Cal.  
Baker-Vawter Company, Benton Harbor, Mich.  
Brown & Bigelow, St. Paul, Minn.  
J. C. Blair Company, Huntington, Pa.  
Brown & Howland, Boston, Mass.  
Bureau of Engraving & Printing, Washington, D. C.  
Caton Lithograph & Printing Co., Kansas City, Mo.  
The Colwell Press, Inc., Minneapolis, Minn.  
Case, Lockwood & Brainard Co., Hartford, Conn.  
Courier-Journal Job Printing Co., Louisville, Ky.  
J. W. Clement Company, Buffalo, N. Y.  
Cussons, May & Company, Richmond, Va.  
W. B. Conkey Company, Hammond, Ind.  
Democrat Printing Company, Madison, Wis.  
Dessaulniers & Company, Moline, Ill.  
Division of Publications (Agriculture), Washington,  
D. C.  
Dodon Printers Supply Co., Atlanta, Ga.  
Everett Pulp & Paper Company, Everett, Wash.  
General Manifold & Printing Co., Franklin, Pa.  
Gerlach-Barklow Company, Joliet, Ill.  
Gibson Art Co., Cincinnati, Ohio (3).  
Government Printing Office, Washington, D. C. (3).  
Gaylord Brothers, Syracuse, N. Y.  
The Herold Company, Milwaukee, Wis.  
Hargreaves Printing Co., Dallas, Tex.

J. C. Hub Mfg. Co., Cleveland, Ohio.  
Imperial Wall Paper Co., Glens Falls, N. Y.  
Irving-Pitt Mfg. Co., Kansas City, Mo.  
Jersey City Printing Co., Jersey City, N. J.  
Keystone Printed Specialties Company, Scranton, Pa.  
Lord Baltimore Press, Baltimore, Md.  
Mitchell Printing Company, Minneapolis, Minn.  
The Macey Company, Grand Rapids, Mich.  
C. R. Moore Company, Pittsburgh, Pa.  
The MC Kee Printing Works, Spokane, Wash.  
National Blank Book Company, Holyoke, Mass. (2).  
National Tribune, Washington, D. C.  
National Colored Coated Paper Co., Sturgis, Mich.  
National Envelope Co., Waukegan, Ill.  
Chas. A. Nanz, Inc., South Orange, N. J.  
Pacific Manifold Book Co., Emeryville, Cal. (2).  
The Reynolds & Reynolds Co., Dayton, Ohio.  
The Reimers Company, Fort Worth, Tex.  
Simple Answers Sales Book Company, Fremont, Ohio.  
Schooley Stationery & Printing Co., Kansas City, Mo.  
Strathmore Paper Co., Middletown, Mass.  
Sullivan Printing Works Co., Cincinnati, Ohio.  
The Shelby Sales Book Co., Fremont, Ohio.  
Wheeler Index Card Company, Los Angeles, Cal.  
Westinghouse Electric & Mfg. Co., So. Pittsburgh, Pa.

#### FOREIGN

Government Printing Office, Adelaide, S. A.  
Government Printing Office, Brisbane, Australia.  
Japan Paper Industries Co., Ltd., Tokyo, Japan.  
Sand & McDougall, Ltd., Melbourne, Australia.  
Saults & Pollard, Winnipeg, Canada.  
S. B. Foot Company, Ltd., Montreal, Canada.  
Appleford Counter Check Book Co., Hamilton, Can.  
Manifoldia, Ltd., West Bromwich, England.  
R. M. Nosworthy, Barcelona, Spain.  
J. Brandt & Zoon, Rusland 24, Amsterdam, Holland.  
Business Systems, Ltd., Toronto, Canada.  
Southman Press, Toronto, Canada.  
Dept. of Public Printing & Stationery, Ottawa, Can.

BERRY MACHINE COMPANY

305 North Third Street

St. Louis, Mo.



# A Royal Man

Thirty-seven years an electrotyper—Mathers.

# Mr. Frederick Mathers

## His Mark



Fred is our curved plate inspector—*final* inspector. You'd guess it from looking at his picture. His is our magazine section of electrotyping activity; and activity is the right word, because in the course of a week more than two thousand plates pass through the hands of Fred and his assistants.

Thirty-seven years at the business coming this November. Started when he was fifteen. It's the story of America's present-day strength which is in the hands of men like Mathers; men who have made themselves, learned their trade and finally become honorable record holders of industrial service stripes.

Fred has been with us, we are happy to say, nine years. What impressed him most, he says, when he came to Royal, after spending twenty-eight years in other shops, was the generous thickness of Royal shells, both copper and nickel. He claims there is no skimping of time schedules in the Royal baths. No matter what the volume of work going through the plant, plates remain until they are properly coated. And he claims also that the nickel here is better than he has ever seen elsewhere.

We are passing his opinion on to our customers. Fred ought to know, for he has handled and inspected more electrotypes than most of us.

When *our men* begin to give us the inside selling features of our product, our guess is that our customers, both present and prospective, will conclude that Royal deserves its reputation for electrotyping supremacy.

Send us process color work—black and white lead-mould work—anything *difficult* or *different* from the common drift of electrotyping, and let our men get your praise of their skill, direct. The letter on the following page from the Du Bois Press to our Mr. Haydock, Assistant Manager, is a gem of enthusiasm.

**Royal Electrotype Company  
Philadelphia, Pa.**

Member International Association of Electrotypers

A. F. DuBois, President  
JAMES C. HUGHEY, Secretary



TELEPHONES:  
Bell, Main 1914  
Home, Stone 6747

## THE DU BOIS PRESS • *Catalogue Builders*

Complete Publicity Service   Process Color Printers  
Rochester, New York

Owning and operating the printing plant of the  
**PROCESS COLOR PRINTING COMPANY**  
(Formerly the Christy Color-Printing-Engraving, Inc.)

August 11, 1920.

Royal Electrotypes Company,  
Philadelphia, Pa.

Gentlemen:

Haydock, you are there! We are now running the  
last color on Hickey-Freeman and it is the best  
ever.

It is a joy to have such plates as you have given  
us.

Congratulations.

Sincerely yours,

THE DU BOIS PRESS

AFD:AR

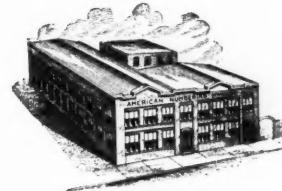


All agreements subject to strikes, accidents or causes beyond our control. All material held at owners' risk.

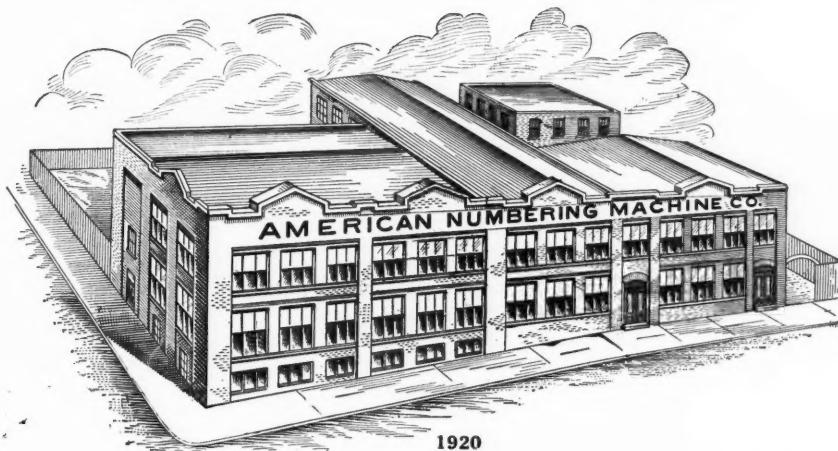
# WORLD'S LARGEST NUMBERING MACHINE PLANT



1912



1917



1920

## American Numbering Machine Co.

BROOKLYN, N. Y., U. S. A.

*Designers and Manufacturers of*

### HIGH GRADE NUMBERING MECHANISMS



American  
Visible  
Model 41

Two standard  
models for hand  
and press num-  
bering. Used  
universally.

Sixty other  
models for any  
requirement  
made to order.

Agencies in all large  
cities throughout  
the world.



American  
Model 30

1882

1920



## BROWN FOLDING MACHINE CO.

ERIE, PENN., U. S. A.

### *Agencies*

CHICAGO  
508 S. Dearborn St.

DALLAS  
1102 Commerce St.

SAN FRANCISCO  
312 Clay St.

NEW YORK CITY  
38 Park Row

J. H. Schroeter & Bro.

TORONTO  
114 Adelaide St. W.

ENGLAND, Wm. Dawson & Sons, Otley



# THE UTILITY HEATERS

## or Safety Gas Demagnetizers for Cylinder Presses

Have just received the greatest compliment possible for machines sold to printers.

The best selling agency in the printing trade in America and the best in Europe have almost simultaneously undertaken the sale of *Utility Demagnetizing Heaters* to the exclusion of all other so-called burners or neutralizers. They are

**THE LATHAM AUTOMATIC REGISTERING CO., with offices in New York,  
Chicago and Boston, and**

**THE CANADIAN-AMERICAN MACHINERY CO., of London, England, handling  
the best American machinery in Great Britain.**

*Both these selling agencies, recognizing that*

## Hot Printing Has Only Begun

have selected the Utility as superior to all other devices for stopping electric troubles, offset and cold morning trouble, and for quick-drying the ink. Sheets deliver straight, pile correctly, and can be backed up, or go to the folder or cutter at once.

The Utility Heaters make for increased production, quicker output and better work.

**Write for Circular Showing where a UTILITY HEATER Saves \$825 a Year in a Busy Pressroom**

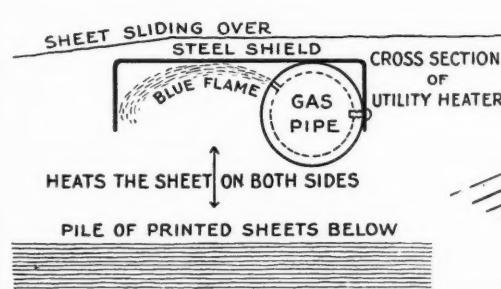
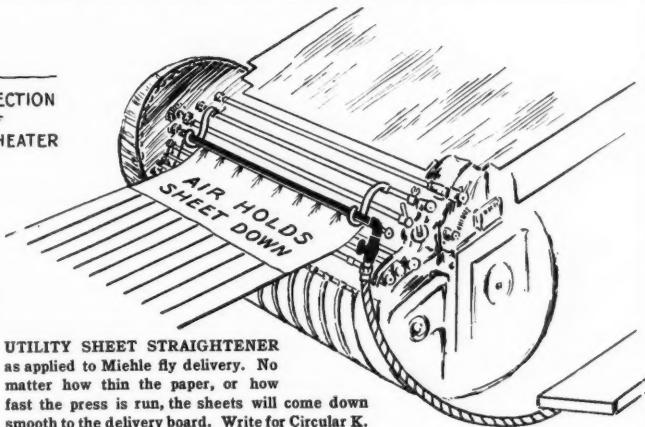


Diagram showing how the Utility Shield (patent pending) baffles the flame, increasing the heat.



UTILITY SHEET STRAIGHTENER  
as applied to Miehle fly delivery. No  
matter how thin the paper, or how  
fast the press is run, the sheets will come down  
smooth to the delivery board. Write for Circular K.

## UTILITY HEATER COMPANY, Inc.

*Main Office and Factory: 239 Centre St., New York*

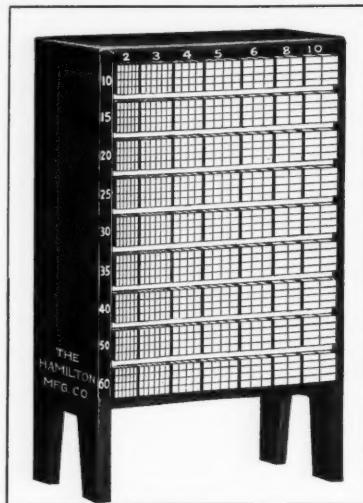
### SALES AGENCIES:

Latham Automatic Registering Co., 608 S. Dearborn St., Chicago, and elsewhere. Harry W. Brintnall, 57 Clementina St., San Francisco. Canadian-American Machinery Co., Ltd., London, England. Fred'k. Wagner, Stockholm, Sweden.

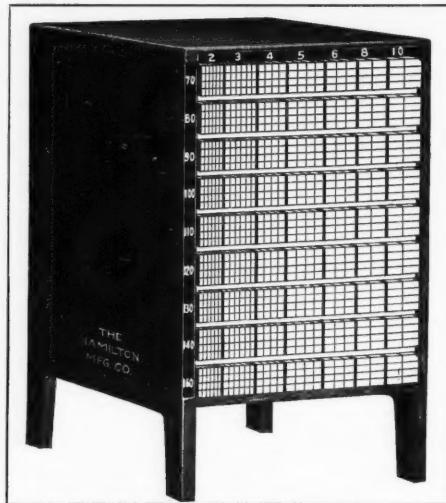
# HAMILTON

## *Furniture and Reglet Cabinets*

are now made as illustrated hereon with sanitary base and all of uniform height—38½ inches—bringing the top level with a standard imposing table. Contents are readily accessible and the superiority of the new design is obvious. Cabinet may be placed near the imposing table, against the wall, or in any desired location. All numbers are on metal strips, with white letters on black background.



No. 3710  
Cabinet and Contents



No. 3715  
Cabinet and Contents

Hamilton Furniture and Reglet are made from carefully selected stock, properly seasoned, and by special machinery built exclusively for this work, thus insuring a finish and accuracy impossible by any other known method.

**DETAILS**  
No. 3700—432 pieces; lengths and widths same as No. 3710.  
No. 3705—432 pieces; lengths and widths same as No. 3715.  
No. 3710—972 pieces; see illustration above.  
No. 3715—972 pieces; see illustration above.  
No. 3720—1332 pieces; lengths and widths same as No. 3710.  
No. 3725—1332 pieces; lengths and widths same as No. 3715.

**REGLET CABINETS**  
*Made same style and height as Furniture Cabinets illustrated hereon.*

No. 3690—Contains 34 pieces each (6 and 12 pt.) in following lengths: 10 to 33 by picas; 36 to 60 by 3 picas. Total pieces, 2244.  
No. 3695—Contains 34 pieces each (6 and 12 pt.) in convenient lengths, 61 to 100 picas. Total pieces, 2244.

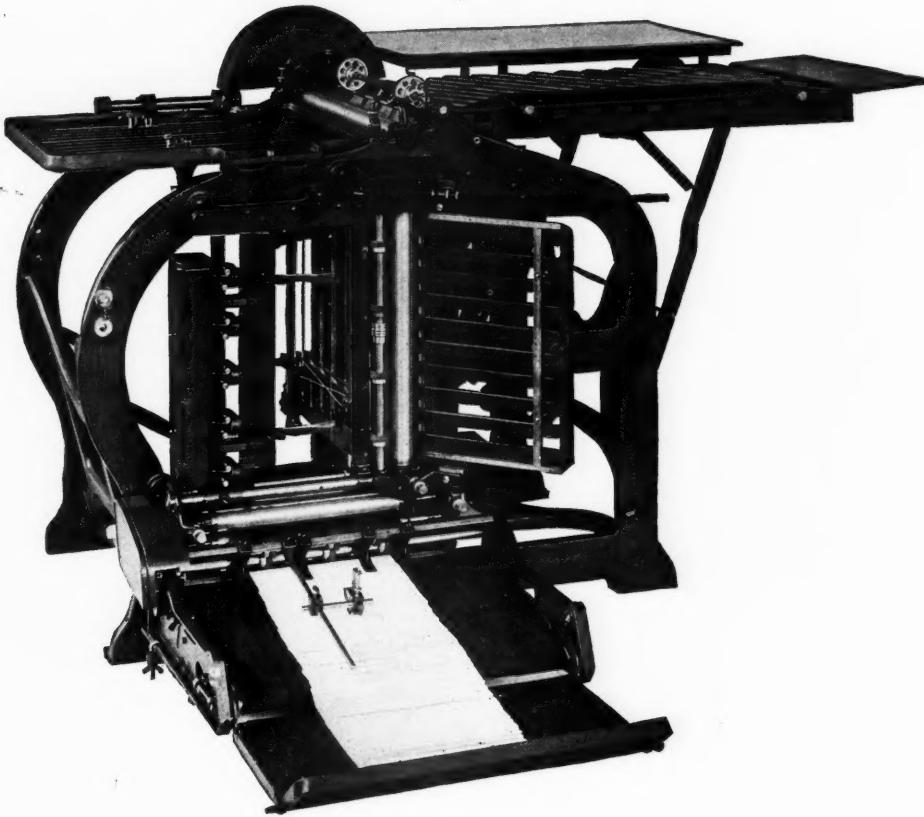
*Manufactured by*

**The Hamilton Manufacturing Company**

TWO RIVERS, WISCONSIN  
Eastern House, RAHWAY, N. J.

---

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



## The "Cleveland" For Quantity and Quality Production

THERE ARE NO KNIVES, TAPES, CAMS,  
CHAINS OR SPROCKETS TO SOIL THE  
SHEETS OR DELAY PRODUCTION

*Let us tell you more about it!*

***THE CLEVELAND FOLDING MACHINE CO.***

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York  
The Bourse, Philadelphia

532 South Clark Street, Chicago  
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries  
in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.

# Good Tools Better Work More Production!

## WHAT WE SELL

Latham Plate Mounting and Registering System for color, book, catalogue and label printing.	Wesel Diagonal Groove Final Bases and Hooks.
Hancock Perfecting Lineup Machine.	Potter and Poco Proof Presses.
Mashek Form Trucks.	Slauson Cylinder Press Locks.
Gas Burners for Cylinder and Kelly Presses.	Morgans & Wilcox Job Locks.
Rouse Paper Lifts.	Cylinder Press Seats.
Iron Furniture.	Page Fountain Dividers.
Steel Interlocking Furniture.	Rubber Roller Truck for Job Presses.
Riebe Quoins and Guides.	Rouse Mitering Machines.
Electric Welded Steel Chases.	Rouse Tympan Holders for Pressroom.
Superior Chase Locks for Cylinder Presses.	Shute Planes for Beveling and Undercutting Patent Plates.
Rouse Roller Cooling Fans for Miehle Presses.	Hoerner Combination Shute Board and Type- high Machine.

KEEP THIS PAGE FOR REFERENCE  
Write for detailed information



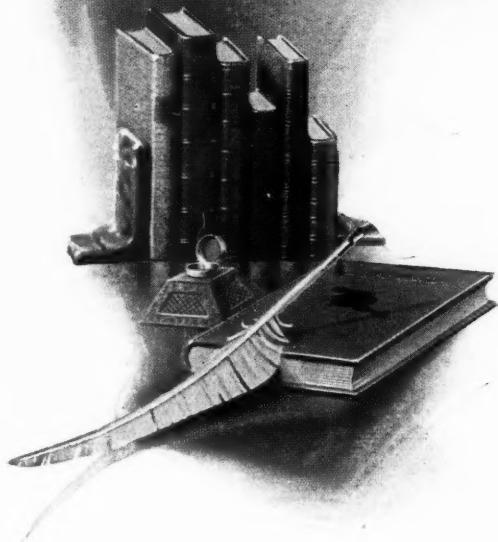
Latham Automatic  
Registering Co.

608 S. Dearborn St., Chicago, Ill.

170 5th Ave., New York

The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable scuff-proof, stain-proof and water-proof.

DU PONT  
FABRIKOID



—no harm if the  
binding is Fabrikoid

EVEN ink will not harm Fabrikoid. It can be washed right off. So can grease or dirt, for Fabrikoid is completely impervious and water-proof.

And that is only one advantage of binding every kind of book in Fabrikoid. It will pay you to find out all the advantages of Fabrikoid: how it adapts itself to the requirements of catalogs and other commercial volumes as well as rare editions; how book-owners love it because it is practical as well as beautiful; how it lends itself to the binder's craft; for Fabrikoid folds and pastes easily, cuts in multiples with practically no waste, and is wonderfully effective when specially embossed or decorated.

Write for a sample

Mention the type of volume to be bound  
and the color desired

DU PONT FABRIKOID COMPANY

WILMINGTON, DELAWARE

F A B R I K O I D

*Branch Offices:*  
21 East 40th Street . . New York City  
Dime Bank Building . . Detroit, Mich.  
Gugle Building . . Columbus, Ohio  
McCormick Building . . Chicago, Ill.  
Merchants Bank Building Indianapolis, Ind.  
Harvey Building . . Boston, Mass.  
Chronicle Building . . San Francisco, Cal.

*Plant:* Newburgh, N. Y.



### Bookbinding Materials

#### *Sold by the following Distributors:*

Alling & Cory Co. .... Pittsburgh and Rochester  
Becker Supply Company ..... New York City  
John Campbell Company ..... New York City  
H. D. Catty & Company ..... New York City  
Central Ohio Paper Co. .... Columbus, Ohio  
Henry B. Day Company ..... Los Angeles, Cal.  
Louis de Jonge & Co. .... Chicago and N. Y.  
Gane Bros. & Lane, Chicago, N. Y. and St. Louis  
Thos. Garner & Company ..... New York City  
H. Griffin & Sons Company ..... N. Y. and Chicago  
Norman F. Hall Company ..... San Francisco  
Hayes-Bartlett Company ..... N. Y. and Chicago  
Johnson Paper Company ..... Harrisburg, Pa.  
Marsh & Kidd Corp. .... San Francisco, Cal.  
Marshall, Son & Company ..... Boston, Mass.  
National Book Company ..... Chattanooga, Tenn.  
John H. O'Donnell & Company ..... New York City  
E. C. Palmer & Company ..... New Orleans, La.  
C. & W. Pyle Company ..... Wilmington, Del.  
Queen City Paper Company ..... Cincinnati, Ohio  
Louis Schulman Co. .... New York City  
Shattuck & Bickford, Inc. .... San Francisco and Los Angeles  
J. L. Shoemaker & Co. .... Philadelphia, Pa.  
Schulte Bros. & Company ..... Philadelphia, Pa.  
Slade, Hipp & Meloy ..... Chicago, Ill.  
Tamm & Company ..... New York City  
Charles T. Wheelock & Co. .... Boston, Mass.  
White Son Company ..... Boston, Mass.

**ECONOMY PRODUCTION PROFITS**

**EFFICIENCY**

**HIGH COST**   **LIMITED OUTPUT**   **SMALL PROFITS**

**MILLER Automatic Feeders**  
**8x12 - 10x15 - 12x18**  
**TWO MILLER-FED PRESSES and One Operator, Yield the Same Output as FOUR Hand-fed Presses and FOUR Hand Feeders. Write Today for the Full Story**

**Miller Saw-Trimmer Company**  
**PITTSBURGH, PA., U.S.A.**

Branches: - Atlanta - Boston - Chicago - Dallas - New York - Philadelphia - San Francisco.

# Reliable Printers' Rollers

## Sam'l Bingham's Son Mfg. Co.

**CHICAGO**

636-704 Sherman Street

**PITTSBURG**

88-90 South 13th Street

**ST. LOUIS**

514-516 Clark Avenue

**KANSAS CITY**

706 Baltimore Avenue

**ATLANTA**

40-42 Peters Street

**INDIANAPOLIS**

151-153 Kentucky Avenue

**DALLAS**

1306-1308 Patterson Avenue

**MINNEAPOLIS**

719-721 Fourth St., So.

**DES MOINES**

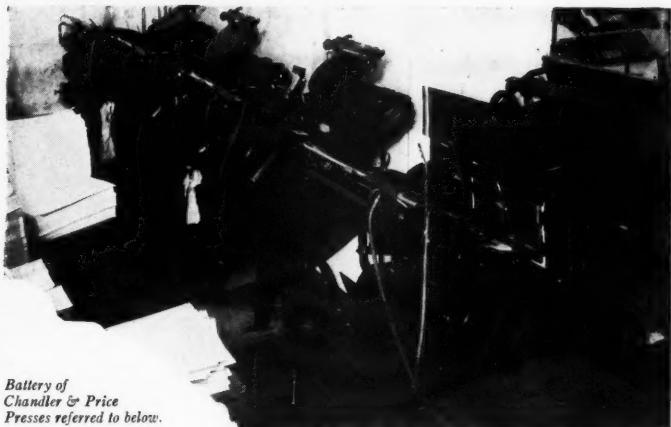
609-611 Chestnut Street

**CLEVELAND, OHIO**

1285 West Second Street

**SPRINGFIELD, OHIO**

Shuey Factories Building



*Battery of  
Chandler & Price  
Presses referred to below.*

## **Wynkoop-Hallenbeck-Crawford Co. NEW YORK**

—a metropolitan printing concern which has built up an enviable reputation on tariff, periodical and catalog work.

This concern, one of the oldest and best known in New York, has from the first found Chandler & Price Gordons an invaluable part of their equipment. Their present battery testifies to the fact.

*Write for booklet "The Profit in Printing"*

# **Chandler & Price Presses**

*The Chandler & Price Co., Cleveland, Agencies in All Principal Cities*

*The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage*

# THEY ARE STILL ASKING WHAT IS THE PRICE?

To have a profitable price for all the ordinary work of the average printing factory, large or small; to be able to quote that price definitely, quickly and with a confidence that carries with it to the buyer a feeling that it is a "right price," a fair price, and the same price every other customer is required to pay for the same work, is a very great advantage — an advantage that can hardly be measured in dollars and cents. Briefly, this is the service furnished in

## The Nashville Advisory Selling Price Schedules for Printing

List No. 6, Revised to August 15, 1920, is now ready

A hundred pages  $4\frac{1}{2} \times 7\frac{1}{2}$  printed from Monotype composition, on ledger paper, comprising more than 200 price schedules, covering all classes of Commercial and Bank printing, Blank Books, Pamphlets, Booklets, etc. Has been published for more than eight years by the Nashville Printers Club, and is in continuous use in more than 1000 shops, big and little, in all parts of the country. Many large shops use from 6 to 20 of these lists. A fair price list of printing to check by — a safe list to sell by and realize a profit. Saves time, eliminates estimating and guessing — and will pay for itself twice over in thirty days in the smallest printing office. Why take chances? Order one today. Price \$15.00. Sent on 5 days' approval to any reliable concern.

### RECENT ENDORSEMENTS:

Ward Printing, Washington, Pa., July 23, 1920.

"Continue price list service for another year. We consider your list the best."

Commercial Lithographing Co., Louisville, July 14, 1920.

"Have been using two of your lists for the last year, and find them very valuable. Send three additional lists at once."

Caldwell Publishing Co., Lenoir, N. C., March 10, 1920.

"We are thoroughly pleased with your price list. Kindly send us two more complete lists."

Knoxville Lithographing Co., Knoxville, Tenn., March, 1920.

"I think it is the best printers' price list that has ever been issued."

Brandao Printing Company, New Orleans, La., March 5, 1920.

"Your 1920 list is worth all you ask for it—and more."

Address NASHVILLE PRINTERS CLUB, 403 Commercial Club Bldg., Nashville, Tenn.

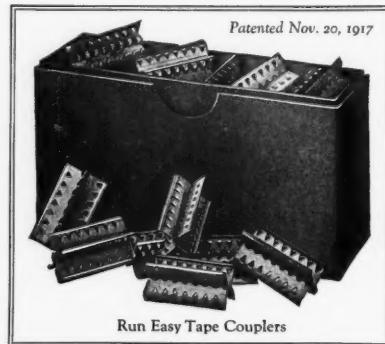
Made Especially for Users of Red-Line Tape

## Run Easy Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The *Run Easy* Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. *Run Easy* Metallic Tape Couplers are made in the following sizes, 50 in a box:

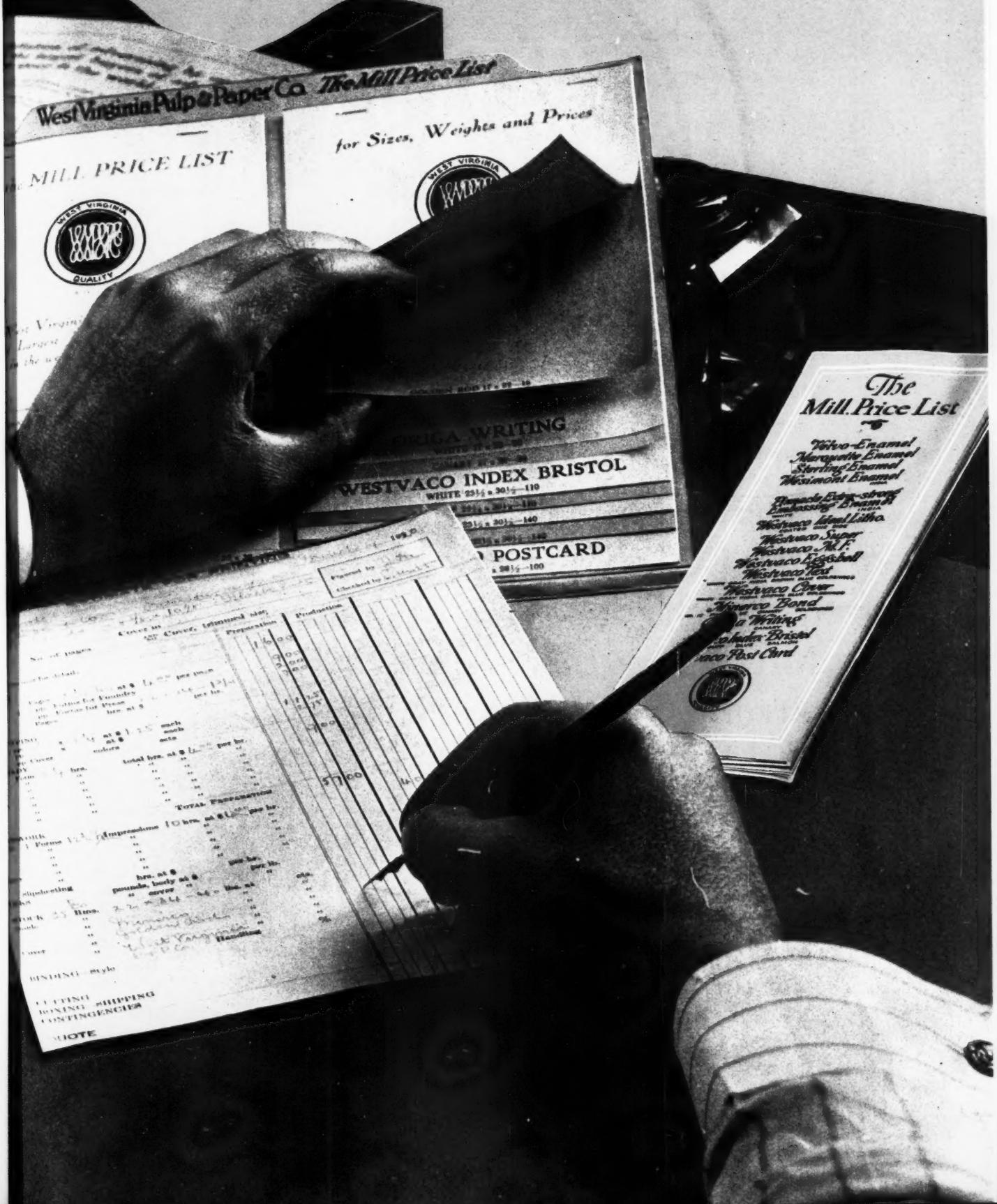
$\frac{3}{8}$ inch	$\frac{5}{8}$ inch	$\frac{3}{4}$ inch	$1\frac{1}{8}$ inch
$\frac{1}{2}$ inch	$\frac{3}{4}$ inch	1 inch	$1\frac{1}{4}$ inch

USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS



IN STOCK AT ALL SELLING HOUSES

## AMERICAN TYPE FOUNDERS COMPANY



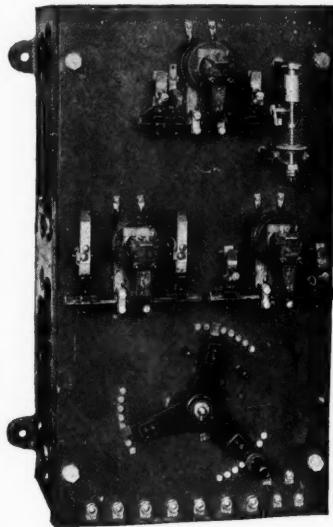


The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the **MILL PRICE LIST**:

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON . . . . .	The Arnold-Roberts Company
PHILADELPHIA . . . . .	Lindsay Brothers, Incorporated
WASHINGTON, D.C.)	
NORFOLK, VA. }	. . . R. P. Andrews Paper Company
YORK, PA.	
CHICAGO and }	
NEW YORK }	. The West Virginia Pulp & Paper Company

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

*This insert is not a sample of any of the papers advertised*



Sprague Electric Alternating Current Controller for Flat-bed and Rotary Offset Presses

## Moving out of town?

Large printing houses in the big cities are little by little moving into the suburbs for more space and better working conditions, not to mention lower rentals. This nearly always means a change from direct current motors to alternating current motors.

Two of the largest publishing plants in New York City, in moving out of town, are installing Sprague Electric Alternating Current Printing Press Outfits because of the perfection of Sprague A. C. Control Systems.



Main Offices  
527 W. 34th St., New York

Branch Offices  
in Principal Cities

**NATIONAL BLANK BOOKS & LOOSE LEAF DEVICES**

FAMILY EXPENSE BOOK

LOOSE LEAF MEMORANDA BOOK

THE NATIONAL FAMILY EXPENSE BOOK has rulings and special forms for keeping complete records of daily expense, which can be totaled at the end of the month. This enables the housekeeper to make exact records of all expenditures and receipts and know at any moment the balance of cash on hand and the amounts expended for the various items.

*Send for free copy of "GOOD FORMS FOR BOOKKEEPERS"  
showing hundreds of ready ruled and printed forms for accounting.*

THE LOOSE LEAF MEMO is the ideal way to preserve notes, addresses, data, cash account, business and personal matters—all in the same cover, properly indexed, so that any subject may be found without loss of time. These items which are prominent in the National Line may be obtained at your stationer's. Ask for National Blank Books and Loose Leaf Devices.

**NATIONAL BLANK BOOK COMPANY, 30 RIVERSIDE, HOLYOKE, MASS.**

# Your Orders to Your Electrotyper

## *Are They Explicit?*

We electrotypers are eager to minimize mistakes which result when we attempt to "guess" what a customer wants.

Habit leads us to accept orders that are not properly made out. We *think* we know what is wanted — and in most instances we "guess" right. But the point is, we should not *have to guess*. Orders should be fully explicit. That would prevent the necessity of guessing.

Now it's a simple matter to make out an order for electrotypes. But habit again leads a customer to "think" we will understand what he wants, so he does not bother with detailing his instructions. And it's the omitted details which cause all the trouble.

Orders should be on regular order blanks which carry an order number. This is essential in referring to an order. A subject or name should be given the form or original for the purpose of identifying the form or original with the order; also to be used in billing.

The order should tell whether the work to be done is from a line cut, a half-tone or a form — how many finished electrotypes are wanted — whether moulded in wax or lead — copper or nickel steel faced — blocked or unblocked — beveled or trimmed close — flat or curved — special thickness or anything out of the regular noted.

*Most important of all* is that a PROOF should be sent with the order. If repairs, insertions or changes are to be made, rules joined, hard edges lightened, mortises made or special instructions given, they should be plainly noted on the proof. The electrotyper accepts no responsibility unless a proof and a written order are given.

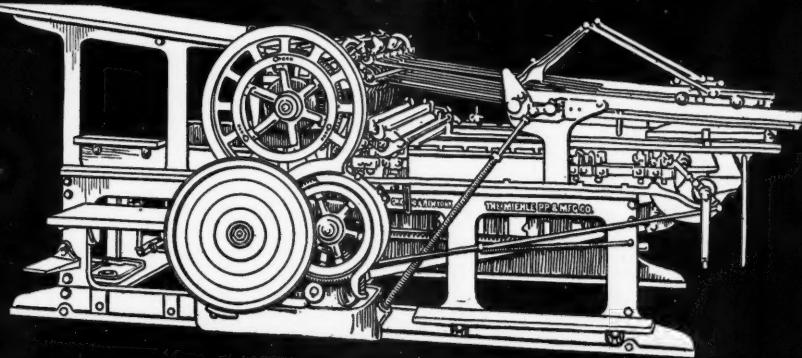
The foregoing is something you know how to do as well as we. The thing to do is to get *action* along those lines — and prevent the recurrence of mistakes by issuing *written* orders properly made out.

Tear out this page and hand it to the person  
who has charge of ordering your electrotypes.

**INTERNATIONAL  
ASSOCIATION *of* ELECTROTYPERS**

This space contributed by the Electrotyping Department of the Lawrence  
Publishing Company, Cleveland, Ohio.

# The Miehle



## What's in a Name

THE name of a thing was anciently believed to be its essence or spirit.

But we know better now. And in the case of the Miehle, a name known everywhere and to many synonymous with "cylinder press," it is but the designation of a press which has won its way to pre-eminence by sheer merit.

A name may be popularized by advertising. And such advertising may bring *first* sales.

But this is not sufficient to account for the fact that, in practically every case, the purchase of the first Miehle removes all doubt as to future purchases—they are Miehles exclusively.

It's the press itself and not its name.

### MIEHLE PRINTING PRESS & MFG. CO.

*Principal Office:* Fourteenth and Robey Streets, Chicago

*Sales Offices in the United States*

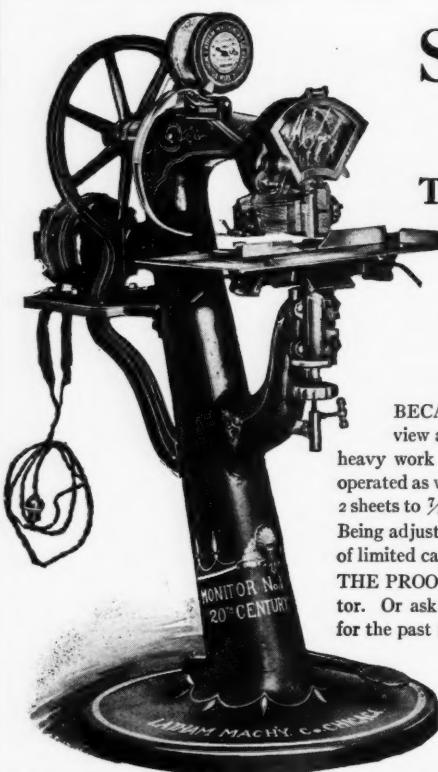
CHICAGO, ILL., 1218 Monadnock Block  
NEW YORK, N. Y., 2840 Woolworth Bldg.  
ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., Commonwealth Trust Bldg.  
DALLAS, TEX., 611 Deere Bldg.

BOSTON, MASS., 176 Federal St.  
SAN FRANCISCO, CAL., 693 Mission St.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



## Some Facts, Reasons —and Proof

**The No. 1 Monitor Wire-Stitcher is**

**DURABLE**

**TROUBLE-PROOF**

**EASILY ADJUSTED**

**PRACTICAL FOR LIGHT AND HEAVY WORK**

**THE BIGGEST MONEY-MAKER OF  
ANY STITCHER IN A PLANT**

BECAUSE it is of heavy, well-balanced construction. The adjustments are in plain view and graduated to correspond exactly. The support for the staple is such that heavy work does not require proportionately heavy wire, while the machine may be operated as well with No. 30 wire as one of much lighter capacity. It has a capacity from 2 sheets to  $\frac{1}{8}$  inch.

Being adjustable for such a wide range of work it can be operated when other machines of limited capacity are idle.

THE PROOF is in your own plant, under your own conditions, and with your own operator. Or ask any user in any city—they are everywhere—who has used this machine for the past fifteen years or more. Then—order a machine for 30 days' trial.

**Latham Machinery Company**

CHICAGO

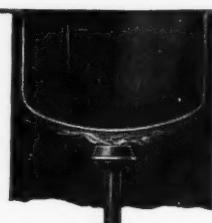
NEW YORK

BOSTON

## *The Construction is Scientific*

Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

*In the construction of the*



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

## *Perfection Metal Furnace*

*It shows a saving of nearly one-half in fuel and time required to melt a pot of metal*

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotype, Intertype, Stereotype or Monotype—burning gas, gasoline, coal or wood. Ask us for specifications and price on the one that will be most efficient for your plant

**Barnhart Brothers & Spindler**

CHICAGO  
KANSAS CITY

WASHINGTON  
OMAHA

DALLAS  
SAINT PAUL

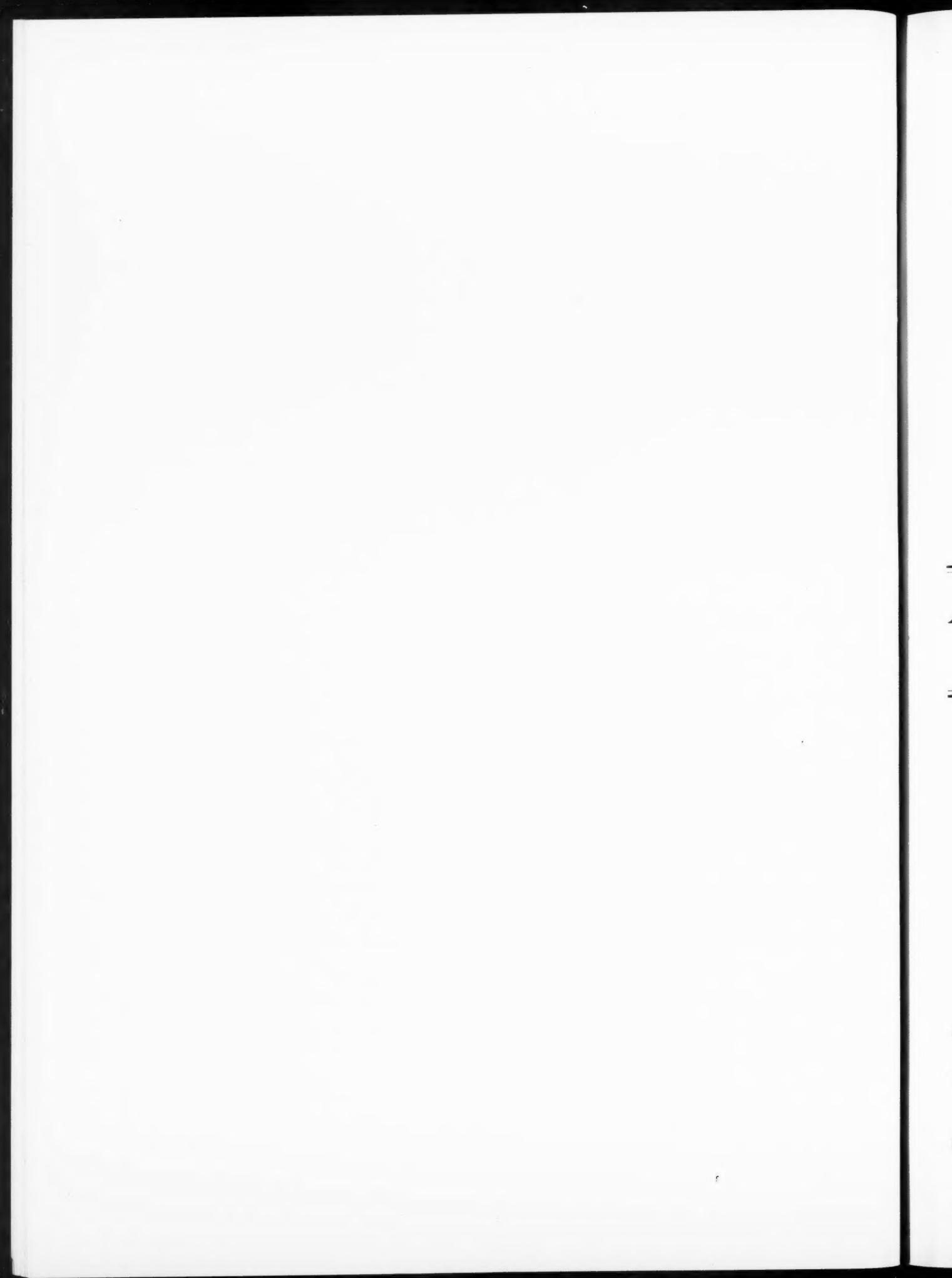
SAINT LOUIS  
SEATTLE

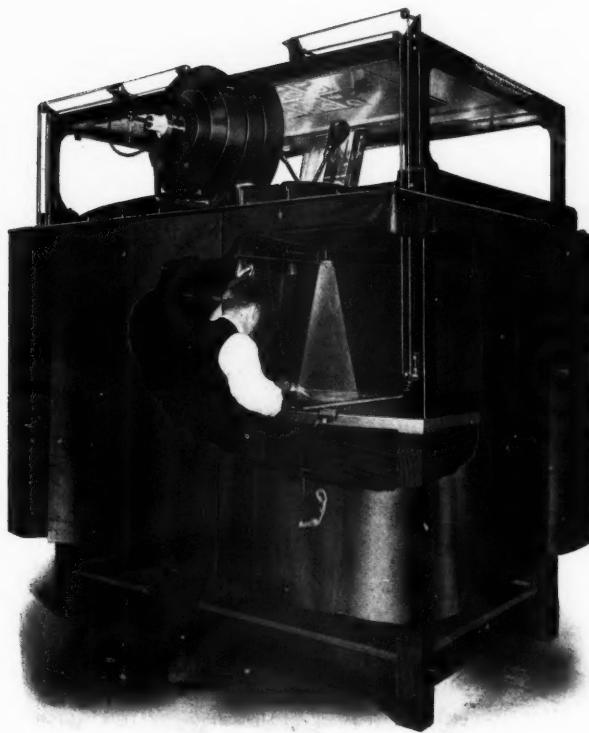


COCKSCOMB RED  
SIGMUND ULLMAN CO  
NEW YORK & CHICAGO

COCKSCOMB RED No. 744 PEACOCK BLUE No. 766

COPYRIGHT SIGMUND ULLMAN COMPANY





---

## *A Remarkable Device which Registers Forms BEFORE Going to Press*

---

NEVER before has the scientific principle of optical projection been made available for registering forms. But now, in the Taylor Registering Projector this scientific principle is made a practical printing help which has improved results, cut down standing time on press and lowered production costs during the three years since its development.

A true and exact image of an impression of the key form, or other registering detail, is projected (as in a moving picture machine) directly upon the form, which is held on the stone as on the bed of a press. To obtain register, merely move the plate or type-matter to the proper place as shown in the "picture" on the face of the form, secure it in position, and you are ready for the press. Simple, isn't it? Users have often asked the question: "Why didn't somebody think of this before?"

What does this mean? It means that an operator of only average experience can do more accurate registering in half the time of other methods. It means guesswork is eliminated, makeup time in the composing room and striking in on the press are reduced to an almost unbelievable minimum.

On every method of making up forms, it has thoroughly demonstrated its remarkable time-saving qualities, both in makeup and, what is more important, in cutting down standing time on press.

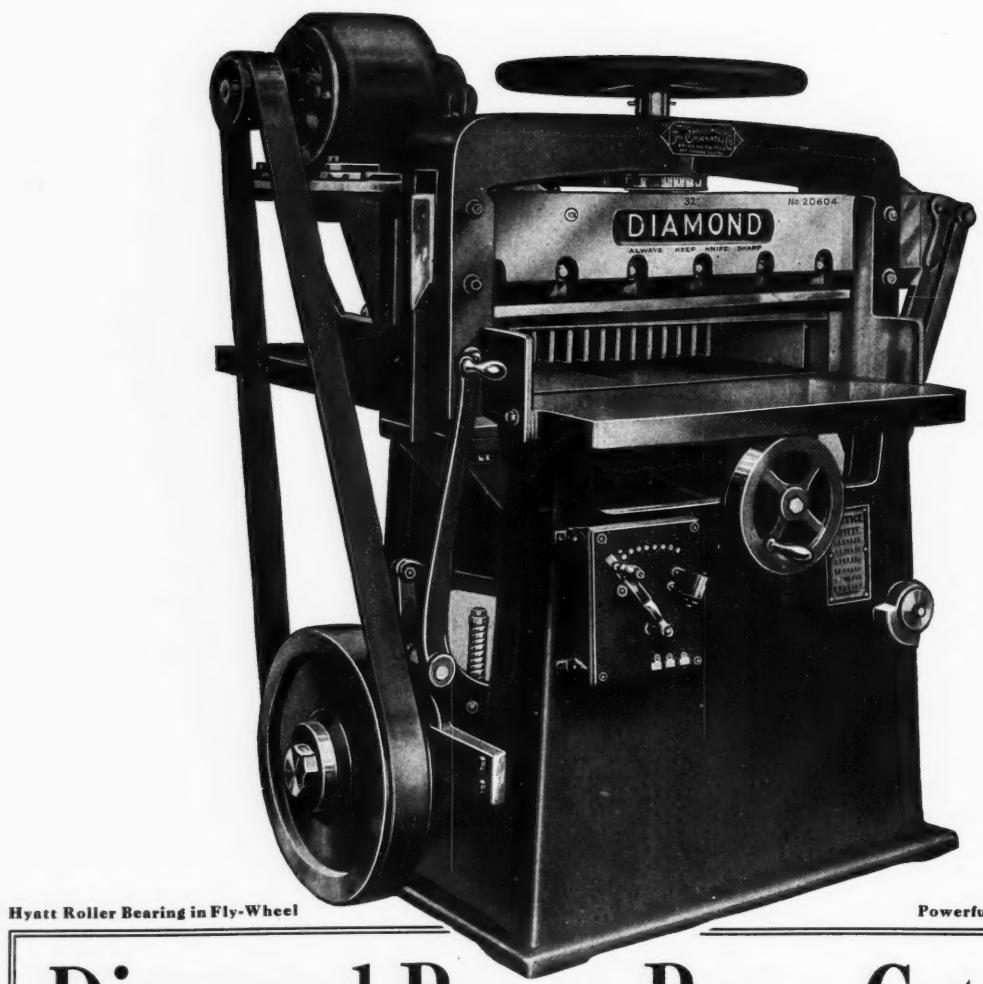
You can learn full details of this new system of registering by writing at once for our detailed literature. At the same time, if you so desire, we will give you details of our financial plan by which the Taylor Registering Projector can earn its way, paying for itself out of increased earning in your own plant.

There is no better time than now. Rip out this page as a reminder to write to us today.

**THE TAYLOR REGISTERING PROJECTOR CO.**  
927 Linden Avenue

Baltimore, Maryland

TORONTO TYPE FOUNDERS CO., Ltd., *Sole Agents*, Canada and Newfoundland



Hyatt Roller Bearing in Fly-Wheel

Powerful Worm Gear Drive

## Diamond Power Paper Cutters

Meet every possible production requirement expected of a modern Power Paper Cutter and excel in Speed, Accuracy, Durability, Safety and unusual Convenience in Operating.

**Made in Three Sizes, 30 Inches, 32 Inches and 34 Inches**

**D**IAMOND POWER CUTTERS have the "double-shear" or dip cut, making the cut smoothly, quickly and without drawing the stock. No "stall" or spring on the heaviest cuts. Note the strong, unyielding one-piece base, the massive side frames and extra heavy and rigid knife-bar with its three adjusting screws. Has triple-split interlocking back gauge, coming close to extra long side gauges on both sides, and steel tape back gauge indicator which can be easily locked. Many other features that will appeal to you.

SEND FOR FULL PARTICULARS AND PRICES—SOLD AND GUARANTEED BY ALL DEALERS

**THE CHALLENGE  
MACHINERY CO.**

**Challenge**  
*creations*  
for  
Printers

MAIN OFFICE AND FACTORY  
Grand Haven, Mich., U. S. A.  
CHICAGO  
124 S. Wells Street  
NEW YORK  
71 West 23d Street



## Just what the Doctor ordered—

**I**F YOUR pressroom isn't doing as well as it should, try Reducol. The regular use of Reducol means better work, bigger production, and lower costs. These are actual facts, proved by hundreds of printers and lithographers.

**BETTER WORK**, because Reducol absolutely eliminates picking and mottling, two of the greatest enemies of good printing. Reducol takes the tack out of the ink without ill effects of any kind, because it softens the ink instead of thinning it. In color work Reducol is particularly valuable, because it gives a peculiar surface to each impression which permits perfect overlapping, and does not affect colors.

**BIGGER PRODUCTION**, because no matter what the weather is—hot or cold, dry or damp—Reducol will quickly put and keep your printing inks in perfect condition to do good work at high speed. Sometimes that means 25% more production from your presses in a single day. Furthermore, Reducol cuts down wash-up during the run to a minimum; and, although neither

a dryer nor a non-dryer, it has a marked tendency to cut down slipsheeting and offset onto the tympan.

**LOWER COST**, because it actually costs you more today to get along without Reducol than to use it on every job in the plant. Many users say 50% of the ink is saved; but suppose we put it at 20%. It does this by giving better distribution, which means increased impressions. And that's the least of the economies that Reducol makes for you.

Reducol has been used since 1903 by hundreds of printers and lithographers, both large and small. Charles Francis Press, Ketterlinus Litho. & Mfg. Co., Beck Engraving Co., Corday & Gross, Strobridge Litho. Co., Rogers & Co. and Walton & Spencer are a few of the regular users.

Reducol is unconditionally guaranteed. Send for 5 or 10 lbs. on approval, and try it out for thirty days. If it does not measure up to every statement here, there will be no charge.

**INDIANA CHEMICAL & MANUFACTURING CO.**

DEPT. I-10, 135 SOUTH EAST STREET  
INDIANAPOLIS, IND., U. S. A.

23-25 East 26th St., New York City  
Pacific Coast Agents: Geo. Russell Reed Co.  
San Francisco, Seattle, Portland.

608 South Dearborn St., Chicago  
Canadian Agents: Manton Bros.  
Toronto, Montreal, Winnipeg

# PRACTICAL CABINET DESIGNS

## Adapted for the Monotype and Linotype



Linotype Machinist Bench and Storage Cabinet.  
In Steel, S-4091. In Wood, K-257.

These two Cabinets have been especially arranged to serve as Machinist Working Bench and the Storage of Material and Supplies used in connection with above machines. In addition we have numerous other designs arranged to suit any size office.

### For the Linotype

The Work Bench is made of white rock maple, 26" wide, 70" long, and 1 $\frac{3}{4}$ " thick, with cleated ends. The hood over top provides for tools while at work. Base contains seven large blank drawers for tools and parts, one drawer for liners, special drawer for cleaning space bands, with drop hinged front, three drawers containing 90 removable boxes for small parts, two drawers spaced for larger parts, one drawer for space bands together with 120 large removable boxes, one drawer for ejector blades and 14 matrix drawers. Ends and back of Cabinet are paneled. Concave toe base. Made in all steel or wood.

*Write for illustration of other sizes.*

### Monotype Storage Cabinet — New Design

The new feature in this Monotype Machinist Work Bench and Storage Cabinet is the arrangement for the care of die cases and matrices. Cabinet has white rock maple work top 28" x 84" x 1 $\frac{3}{4}$ " thick. Each of the 40 special drawers provides for one die case with mats. This is a great saving of time in making changes. The die case with mats are always together. This gives capacity of 40 die cases and 120 fonts of mats and sorts. In addition the Cabinet holds 54 body type molds, six display molds, 60 normal wedges, and one drawer for pump, and 14 blank drawers for tools and parts. Drawers are of various depth. All drawers have automatic locking devices. Among the hundreds of users of this Cabinet are the following:

Industrial Printing Co., Baltimore.  
Premier Printing Co., Cleveland.  
Franklin Printing Co., Philadelphia.  
Wm. F. Fell Co., Philadelphia.  
Chilton Printing Co., Philadelphia.  
Pictorial Review, New York City.  
Monotype Composition Co.,  
Pittsburgh.



Monotype Work Bench and Storage Cabinet.  
In Steel, S-4201. In Wood, K-357.

**KRAMER WOODWORKING COMPANY** (Kramer Steel Products Co.)  
FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA

*To those who have Linotype, Intertype,  
Linograph, Ludlow or Elrod  
Machines—*

If this "ad" were printed on Government Liberty Bonds it could scarcely be more valuable than the offer it contains. The

## MARGACH METAL FEEDER

is the only **Automatic Feeder** that can be attached to any of the above typecasting machines within twenty minutes. It is applicable to either gas or electrically heated pots, and requires no extra burners, nor electrical control. It has the most positive action for consistent feeding that can possibly be devised, and is fully guaranteed to *last indefinitely*.

*Should you want more convincing proof of the splendid results of this  
feeder, apply at any of the following concerns:*

H. O. Bullard, 48 New Chambers St., N. Y. C.  
De Vinne Press, 399 Lafayette St., N. Y. C.  
Beam & Bermender, 65 Duane St., N. Y. C.  
Swedish Nord-Star, 108 Park Row, N. Y. C.  
N.Y. Monotype Co., Printing Crafts Bldg., N.Y.C.

Laidlaw-Smith Co., Newark, N. J.  
Munsey's Magazine, N. Y. C.  
Syracuse Herald, Syracuse, N. Y.  
N. Y. Globe, N. Y. C.  
Times-Picayune, New Orleans, La.

Feeders, each \$75.00      Ingot Moulds, each \$2.00  
Water-Cooled Ingot Moulds, set of four . . \$100.00  
Additional Units, each \$25.00

## PRINTERS SUPPLY CO.

L. G. DOOLEY      HERMAN DIAMOND

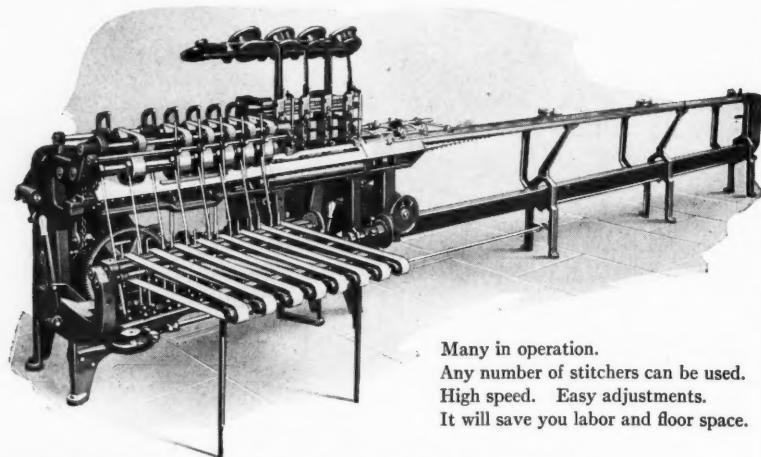
137-139 Grand Street

Tel. Worth 3636

NEW YORK CITY

# CHRISTENSEN'S *Latest Type* Stitcher- Feeding Machine

*Do not confuse this  
machine with our  
former machines as  
this is a new design.*



Many in operation.  
Any number of stitchers can be used.  
High speed. Easy adjustments.  
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY  
RACINE, WISCONSIN

**Canadian Agents:**

TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada  
CANADIAN-AMERICAN MACHINERY CO.,  
63 Farrington Street, London, E. C.

**Eastern Agents:**

GEO. R. SWART & CO., Marbridge Building,  
Broadway and 34th Streets, New York, N. Y.

**Southern Agents:**

J. H. SCHROETER & BROS.,  
133-135-137 Central Avenue, Atlanta, Ga.  
Chicago Office:  
Room 469-71 Transportation Building,  
609 South Dearborn Street, Chicago, Ill.

# OMNIA

"OMNIA" represents the exclusive  
rights in France for :

THE MIEHLE PRESS  
(CHICAGO, ILL.)

THE KELLY PRESS  
American Type Founders C°  
(JERSEY CITY, N. J.)

THE MILLER SAW TRIMMER  
(PITTSBURG, PA.)

THE INTERTYPE  
COMPOSING MACHINE  
(BROOKLYN, N. Y.)  
etc., etc.

LA SOCIÉTÉ "OMNIA" IS INTE-  
RESTED IN ALL INVENTIONS OR  
AMELIORATIONS IN MACHINES OR  
EQUIPMENT BEARING UPON THE  
PRINTING, BOOKBINDING, PAPER-  
MAKING, NEWSPAPER OR OTHER  
INDUSTRIES BELONGING TO THE  
GRAPHIC ARTS.

WE PLACE THIS EQUIPMENT UPON THE  
EUROPEAN MARKET UNDER THE BEST  
CONDITIONS AND WITH A MAXIMUM  
CHANCE OF SUCCESS.

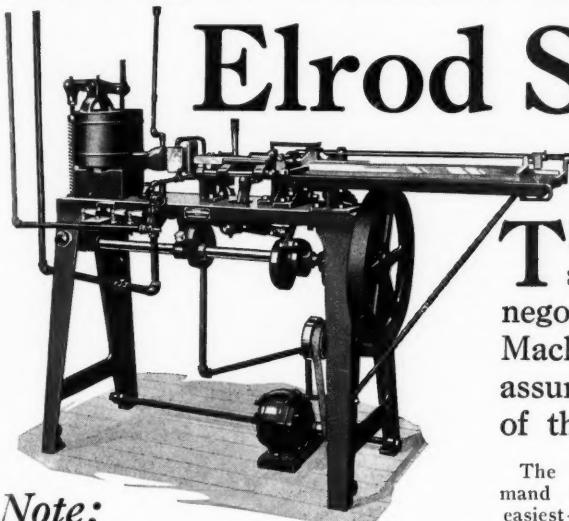
La Société "OMNIA" 94, Rue d'Assas, PARIS (France)  
TELEGRAMS "OMFICAMO" PARIS

DRAEGER

Announcing an IMPORTANT CHANGE concerning the

# Elrod Slug Caster

For Leads, Slugs and Rules



## Note:

The Elrod Slug Caster is by far the simplest, most satisfactory lead, slug and rule casting machine. It is a profitable investment for any publisher because—

1] It casts leads, slugs and rules of various point sizes, in strips or automatically cut to desired lengths, for less than cost of distribution.

2] Practically automatic, it does not require constant attendance of an expert machinist. It can easily be

operated by any composing room employee after a day or so instruction, with minimum attention.

3] Change from one point size or kind of product to another is made easily and quickly—eliminating all intricate adjustments.

4] The quality of Elrod products equals in every respect that of any other machine, and stands up under the most severe conditions of all printing and duplicating processes.

THE Ludlow Typograph Company announces that it has concluded negotiations with the Elrod Slug Casting Machine Company, of Omaha, Neb., to assume the exclusive manufacture and sale of the Elrod Lead, Slug and Rule Caster.

The rapidly increasing demand for this simplest and easiest-to-operate-and-maintain slug caster required greater facilities than the Elrod Company had, and which the Ludlow Typograph Company readily can provide. Effective August 1, 1920, the Elrod Slug Caster will be manufactured and

assembled complete in the plant of the Ludlow Typograph Company—the most efficient of its kind in the world—under the same engineering supervision and up to the same high-quality standards that have won for the Ludlow the universal reputation of being technically as well as economically right.

*Address All Inquiries Concerning the Elrod Slug Caster to*

**LUDLOW TYPOGRAPH COMPANY**  
2032 Clybourn Avenue, Chicago, Ill.

# THE CARROM COMPANY

*Manufacturers of*

Wood Furniture and Reglet, Furniture and Reglet in fonts with or without cases, Cutting Sticks, Fly Sticks, Rubber Stamp Moulding and Mounting, Electrotype Backing, Electrotype Cabinets, Letter Boards and Letter Board Cabinets, Bookbinders' Pressboards, plain, laminated and brass bound, Maple and Basswood Poster Boards, Stone Frames, Galley Cabinets, etc.



# THE CARROM COMPANY

LUDINGTON, MICHIGAN, U. S. A.

# Bargains in Used Equipment

**M**ANY of these machines are equal to new. All are guaranteed serviceable and can be seen in operation. The prices quoted are net, f. o. b. New York. Immediate delivery. Reasonable terms will be arranged with responsible concerns.

Goss Magazine Web Press, prints 96 pages $6\frac{3}{4}$ x $9\frac{3}{4}$ , has two-color attachment. Can be seen in operation—in exceptionally good condition.....	\$12,000	Chandler & Price Gordon 8 x 12.....	\$ 275
Miehle two-color 5-0, bed size 52 x 65, new bed motion.....	15,500	Golding Jobber 10 x 15.....	350
Miehle 5-0 Special, bed size 46 x 68, new bed motion (two machines) @.....	6,500	Favorite 7 x 11.....	100
Miehle 4-0, bed size 46 x 62, new bed motion, Cross feeders attached (two machines) @.....	8,500	Dayton 3-knife Trimmer.....	4,000
Miehle 4-0, bed size 46 x 62, new bed motion, with extension delivery (two machines) @.....	7,000	Dexter Paper Cutter 50 in., automatic clamp.....	2,200
Babcock Optimus No. 9, bed size 39 x 53.....	3,750	Dexter Folder No. 190, folds from 12 x 16 to 35 x 48.....	1,800
Babcock Optimus No. 7, bed size 36 x 52.....	3,500	Fuller Folder, takes sheet up to 38 x 50 (two machines) @.....	750
Babcock Optimus 4-3, bed size 28 x 41.....	3,500	Cleveland Folder, Style A.....	1,000
Mergenthaler Linotype, Model No. 18 (two machines) @.....	3,000	Morrison Wire Stitcher, Model No. 12 (four machines) @.....	450
Mergenthaler Linotype, Model No. 8 (two machines) @.....	3,000	Morrison Wire Stitcher, Model No. 6.....	250
Mergenthaler Linotype, Model No. 5 (three machines) @.....	2,400	Boston Wire Stitcher, Model No. 4 (four machines) @.....	225
Mergenthaler Linotype, Model No. 4.....	2,600	Burton Peerless Perforator, Slot hole, power, 28 inches.....	375
Mergenthaler Linotype, Model No. 3.....	1,500	Rosback 28 in. Perforator, foot power.....	125
Mergenthaler Linotype, Model No. 1 (six machines) @.....	750	Ward & McLean Looping Machine.....	1,200
6 Model No. 5 Magazines @.....	150	Portland Multiple Punch with Dies, foot power.....	225
8 Model No. 3 Magazines @.....	50	Sterling Round-corner Machine, foot power.....	45
15 Model No. 1 Magazines @.....	40	Dexter Horizontal Bundler (two machines) @.....	100
60 Fonts of Linotype Matrices @.....	70	Auto Quick Bundler 9 x 14 platen (two machines) @.....	100
Liners, Blades, etc. Half factory price.		Hall Flat Bundling Machine.....	100
Lanston Monotype Composing Machine.....	1,750	Tennis Book Sewing Machine.....	60
Lanston Monotype Sort Caster.....	1,200	Complete Composing Room containing about 225 cases of Modern Type, a Miller Saw Trimmer, Flat Proof Press, Lead Cutters, Mitering Machines, two Iron Top Imposing Tables, two Stone Top Imposing Tables, Steel Galley Cabinet and 100 Steel Galleys, a Three-unit Steel Galley Cabinet containing 300 Steel Galleys, and all other sundries necessary. We would prefer to sell this as one lot if possible, otherwise the separate units will be offered.....	2,500
Lanston Monotype Keyboard, Style DD.....	550	Cylinder Press Chases, large assortment in stock, half new prices.	
Lanston Monotype Keyboard, Style D.....	500	Complete Modern Office Furniture of every description for New York delivery only.	
Standard Automatic, size 12 x 19.....	2,000	Selden 3½ ton Automobile Truck, 1918 Model... All Machinery offered has complete factory equipment.	2,500
Chandler & Price Gordon, 10 x 15, with Miller feeder attached (two machines).....	1,250		
John Thomson Colts Armory, 14 x 22, Style 6-B.....	1,000		
Galley Universal 14 x 22.....	650		
Chandler & Price Gordon 14 x 20.....	550		
Chandler & Price Gordon 12 x 18.....	475		

**RICH & McLEAN, Inc.**

73 Beekman Street

NEW YORK CITY

# Just ask your platen foreman if *this* insert is a good sized job to run on a 10 x 15 jobber—single rolled and not slip-sheeted

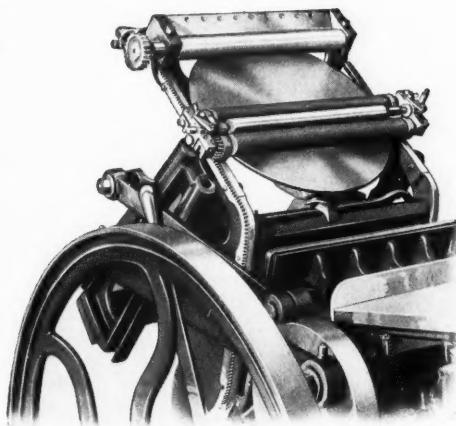
IT IS AN EXAMPLE OF THE POSSIBILITIES OF YOUR JOB PRESSES WHEN EQUIPPED WITH

## *The Doyle-Allen Ink Distributor*

- 1—Improve the quality of your job work.
- 2—Eliminate double rolling of heavy forms.
- 3—Save a large percentage of your slip-sheeting.
- 4—Prolong life of press by reducing the impression.
- 5—Increase the capacity of platen presses for larger work.

"A better job than when double rolled, and done in half the time and expense."

That's what one manager of a printing plant said the other day when his pressman laid before him a sheet similar to this with a solid tint impression run on a platen press with a Doyle-Allen Ink Distributor.



The Doyle-Allen Ink Distributor attached to a Chandler & Price Gordon Press

- 6—Reduce the wear and tear on rollers.
- 7—Overcome streaking in heavy half-tone and solid tint forms.
- 8—Eliminate the use of form bearers.
- 9—Economize on amount of ink used from 20 to 50 per cent.

The fact that there are some five thousand Doyle-Allen Ink Distributors in operation in approximately three thousand plants, shows that a large percentage of our business has been repeat orders, and that there is real merit in this money-making and time-saving device. Have your platen presses equipped with Doyle-Allen Ink Distributors if you want them to produce better and more profitable work.

The Doyle-Allen Ink Distributor is protected by basic patents which cover the positive drive of distribution rollers by gears. This is the identical method employed on cylinder presses and we guarantee perfect distribution on any form that will fit your platen press. There is no other method of obtaining the necessary vibration. The gears do the work. The Doyle-Allen Ink Distributor *distributes*.

### THE DOYLE-ALLEN APPLIES REAL CYLINDER PRESS DISTRIBUTION TO YOUR JOBBERS

YOU CAN EQUAL ANY CYLINDER WORK ON YOUR JOB PRESS IF YOU USE THE DOYLE-ALLEN INK DISTRIBUTOR

*Doyle Electric Sheet Heater*  
*Doyle Vacuum Sheet Cleaner*

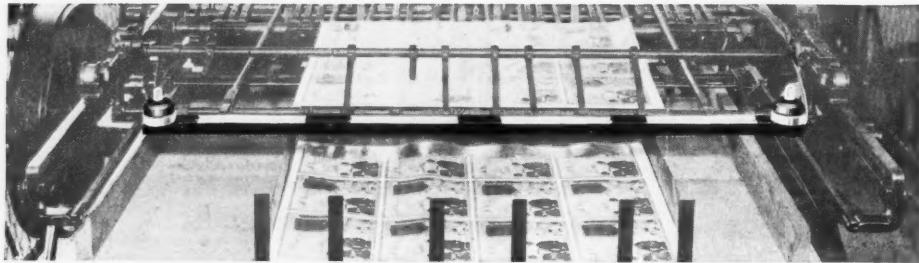
*Doyle-Allen Ink Distributor*  
*Doyle Platen Press Plate Heater*

# BRITTON & DOYLE

205 CAXTON BUILDING  
CLEVELAND, OHIO

# The DOYLE ELECTRIC SHEET HEATER

*To Prevent Offset and Eliminate Static*



*Showing attachment to 44-inch Miehle Press*

For all kinds of Printing Presses, Folding Machines, Kelley Presses and Miller Feeders

*A letter from the Pressman's Home says:*

"We have been having wonderful success running the Souvenir Book over the Doyle Electric Sheet Heater on all of our presses."

## CONSTRUCTION

AN open glow, hot, heater, throwing an intense live heat on the entire sheet or any part of it. It may be fastened to any part of any press. A combination switch at each end regulates each individual unit so heat may be used where it is needed and no heat wasted. This means efficiency and economy.

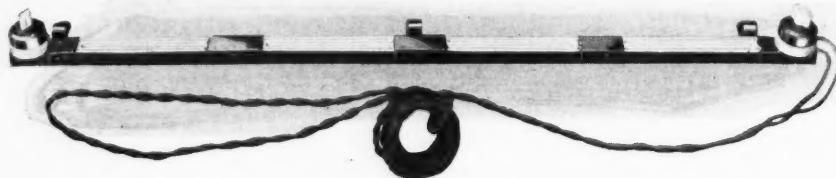
A special formula wire of recent invention is used at only one-third of its capacity to insure perfect results and durability. This heater is made from the very best material that can be obtained. It is absolutely guaranteed and is designed to outlive your press. Invented by a practical pressman to meet practical pressroom requirements.

## MERITS

DRIES the ink, thus preventing offset and allowing the carrying of sufficient ink. It permits quick backing-up and avoids aggravating delays.

Eliminates static electricity, which insures perfect jogging, good register and an honest day's run. It reduces paper spoilage, and in other ways makes the running of presses a less exacting science by removing many of the natural barriers to good results in presswork.

Electricity does not use valuable life-giving oxygen from the atmosphere. It does not give off deadly, health-menacing fumes. It does give tremendous, clean, steady, strong heat, right where heat is needed to relieve the worst of pressroom annoyances.



*Protected by Patents*

**BRITTON & DOYLE • Pressroom Efficiency Appliances**  
201 CAXTON BUILDING • CLEVELAND

Also manufacturers of **The Doyle Vacuum Sheet Cleaner**

REMOVES all lint, dirt and sediment from paper before it touches the type form. Eliminates a large percentage of wash-ups—which means a saving of one to two hours per day, with the additional advantage of cleaner impressions and better work.

This appliance keeps the rollers and ink clean as well as the type form. An efficient and economical

device highly recommended by practical users who keep their presses running rapidly and continuously under all conditions and maintain a high standard of work.

Pressmen who are troubled with the filling up of type and plates and their possible damage through dirt and sediment deposited by the paper, will recognize the tremendous advantages of this device.

# KIDDER All-Size Adjustable ROTARY PRESS

*Speed*

*5000 to 6000 per hour  
Perfect Register*

1 to 3 colors on one or both sides of web. Practically any length sheet taken from roll and delivered cut and printed. Suitable for printing on wrappings, parchment, grease proof, onion skin, glassine. Also specially adapted for long runs printing such as almanacs, commercial forms, labels or unbound publications.

**KIDDER PRESS COMPANY, DOVER, N. H.**

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West

## *Anything from Onion Skin to Cardboard*

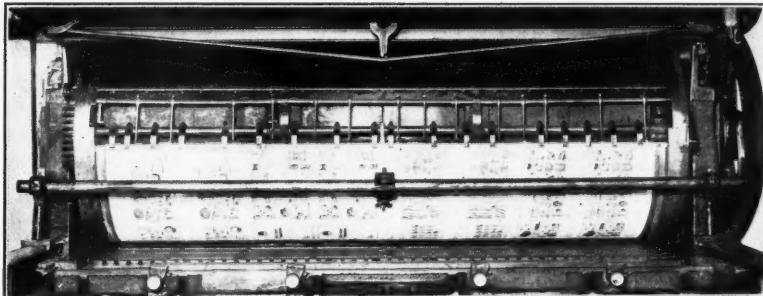
*can be run on*

**The HOFF  
Combination  
SLITTER and  
PERFORATOR**

*—a necessity  
for accurate  
folding machine  
work.*

**—name the press;  
we'll do the rest.**

**Write today.**



WHEN you do slitting or perforating on your cylinder press there is only one *perfect* way—have the sheet under *control*. Use the Hoff Combination Slitter and Perforator Attachment. The grippers hold the sheet while it does the work.

Practical experience has taught us that when the sheet leaves the GRIPPERS its control is lost. Rubber wheels or anything else CAN NOT guide the sheet when once it is released from the GRIPPERS.

By using our attachment you get an accurate and **PERFECT** cut or perforation. As many extra slitter or perforator blades can be used as the job may require.

**Leslie D. Hoff Manufacturing Company**

Office: 36 YATES AVENUE

NEWARK, NEW JERSEY

Or Any Dealer in "Printers" Supplies

# Challenge creations

for  
Printers

## Time and Money Savers

### Challenge Pocket Type-High Gauge

Designed to fill all requirements of a type-high bearer and cylinder gauge, yet is small enough to be carried in the pocket.



Every Stoneman, Machine Operator and Pressman needs one.

Price \$1.50, postage extra. Weight packed, 2 ounces

Indispensable to the large or small shop.

### The Hoerner Shute-Board and Type-High Machine

Saves half the make-ready time on forms containing wood mounted cuts. Has both a knife

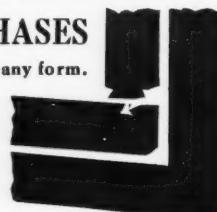
and file plane and makes cuts type-high, squares, miters, rules, bevels, patent block plates, etc.

Price, with 1 Knife and 1 File Plane, F.O.B. Factory, \$60.00

### McGREAL Combination Printers' CHASES

Chases quickly made up to fit any form.

Especially useful as heading chases. Made with and without cross-bars. Stores away in small space when not in use. Send for list of sizes.



### Challenge Mammoth Iron Furniture

65 Sizes



Fills the space quickly. Invaluable for large open forms such as loose-leaf and blank-book work, open spaces in color forms. Sizes from 15 x 15 to 60 x 120 picas.

Send for Circulars on Above and Many Other Utilities.

### The Challenge Machinery Co.

Main Office  
and Factory:  
Grand Haven,  
Michigan

Challenge  
creations

Chicago:  
124 S. Wells St.  
New York:  
71 W. 23d St.



## Go to Goes for

**Stock Certificates**  
Both Regular-Litho and Steel-Litho Designs  
**Stock-Certificate Binders**  
**Bordered Blanks**  
**Diplomas**   **Certificates of Award**  
**Bonds**   **Mortgage Notes**  
**Charters**   **Insurance Policies**  
**Marriage Certificates and Licenses**

Bound and Loose-Leaf Corporation Record-Books

Lithographed Calendar Pads

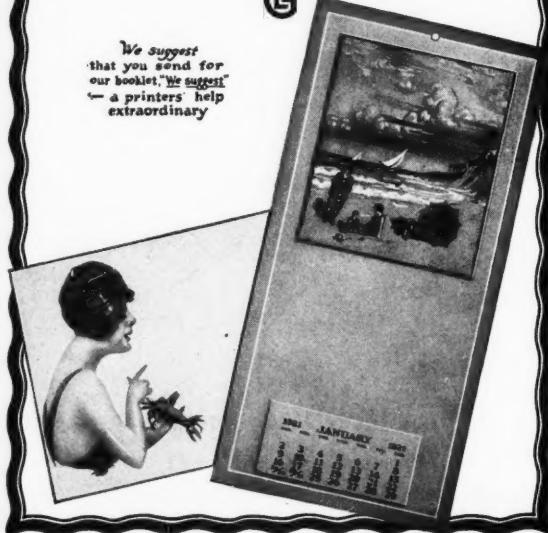
Art Advertising Blotters  
Art Advertising Mailing Cards  
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

**Goes Lithographing Company**  
45 West 61st Street  
Chicago



We suggest  
that you send for  
our booklet, "We suggest",  
— a printers' help  
extraordinary



## You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

## Carmichael Relief Blankets

(PATENTED)

*For Cylinders, Platens and All Hard Packing Presses*

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay “put”—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

*Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.*

**Carmichael Blanket Co.**  
ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

## For the Small Work *Economically and Quickly Done—* THE PEARL PRESS



### Six Strong Points of the Pearl Press

- 1. SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
- 2. Easy Operation.**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to “kick.” A splendid press for breaking in apprentices.
- 3. Durability.**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.
- 4. Strength.**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.
- 5. Noiseless.**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.
- 6. Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

**Golding Manufacturing Co.**  
Franklin, Massachusetts  
Golding Jobbers, Paper-Cutters, Tools  
FOR SALE BY THE  
**AMERICAN TYPE FOUNDERS CO.**  
*Also Type Foundries and Dealers Generally*

**FRANKLIN  
PRINTING  
PRICE LIST**

The Price List helps me to inform business men of the right prices for printing, and always to the advantage of the printer.

James F. Brooke,  
Brookings, S. D.

Most printers will soon have the Price List and failure to have it will probably eliminate the rest.

Le Roy Locke,  
Fairfax, Mo.

The only thing that we don't understand now is why we did not secure the Price List months before we did.

E. W. Rogers,  
Carlisle, Ind.

The Franklin Printing Price List is certainly doing great things for the printers.

M. V. Atwood,  
Ithaca, N. Y.

The Price List is just as much of a necessity as is our linotype.

L. I. Griffin,  
Ordway, Colo.

We MUST have the Price List!

Weidner  
Printing Co.,  
Oshkosh, Wis.

It has saved many men from bumping the wall.

G. C. Bayless,  
Waxahachie, Tex.

Don't see how we ever got along without it.

J. B. Hemphill & Son,  
North Platte, Neb.

It has to a large extent cured "Curvature of the Spine."

A. J. Hansen,  
San Diego, Cal.

The Price List is jammed full of efficiency.

S. Gelders,  
Fitzgerald, Ga.

The best piece of money that I ever spent in my life.

Carey Printing Co.,  
Columbia, S. C.

It gives prestige to an estimate.

The Independent,  
Lucas, Kan.

We find it the best yet.

L. H. Rice & Son,  
Redlands, Cal.

I figure I made \$100 last week.

David Phillips,  
De Witt, Iowa.

The Price List has proved to be a blessing to us.

N. A. Mott,  
Yazoo City Herald,  
Yazoo City, Miss.

Have more than saved the price of the List in the short time we have had it.

The Livonia Gazette,  
Livonia, N. Y.

We are getting prices to the very letter without a kick, and the book paid for itself on the first job.

Wm. Victoria,  
Muscoda, Wis.

Without an exception this is the finest printing Price List I have ever seen.

R. C. Montgomery,  
Natchez, Miss.

We would not go back to the old system under any condition.

C. R. Hathaway, Mgr.,  
The Hartford Times,  
Hartford, Wis.

**FRANKLIN  
PRINTING  
PRICE LIST**

Most printers of any size could not afford to be without it if its annual cost were ten times what you ask.

O. D. Brandenburg,  
Madison, Wis.

Yesterday we made prices right off the bat for \$250 worth of miscellaneous jobs for one man.

The Messenger Co.,  
Marshall, Tex.

It is one of the greatest boons ever devised for the printing office.

Mrs. C. V. S. Wilson,  
Sarasota, Fla.

The cost of the book was made in two hours after I received it.

Frank J. Barlow,  
Tunica, Miss.

It has a psychological effect and is accepted without a word.

Jas. M. Ramsey,  
Pasadena, Cal.

The Price List is invaluable in this office.

R. A. Alford,  
Granger, Tex.

Hope to see the day when every printer will have one.

G. W. Garlock,  
West Salem, Wis.

I use it continually and would hate to be without it.

F. K. Munsell,  
Dubuque, Iowa.

It has been worth many dollars to me in time saved.

Geo. P. Cheney,  
Enterprise, Ore.

It's some book, that Price List.

George F. Lee,  
Mountain Home,  
Idaho.

Keep the good work up.

Walter W. Eastman,  
Beggs, Okla.

It is a money maker for any office.

W. F. Sanders,  
Garretson, S. D.

Cou dn't do with out it.

H. D. Leggett,  
Ord, Nebr.

I have never really lived till now.

H. M. Wheelock,  
Fergus Falls, Minn.

# A MESSAGE to All Printers

National Editorial Association Endorses the

**FRANKLIN  
PRINTING  
PRICE LIST**

And pronounces it to be a guard against costly mistakes, and elimination of guess work. Declares it to be the foundation of business success and the assurance of a square deal to all. Here is the Message:

*"Whereas,* It is apparent to every student of economic conditions in the printing industry that its future is absolutely dependent upon due and honest recognition of the cost of production; and

*"Whereas,* The Franklin Printing Price List furnishes the foundation principles which lead to the adoption of business methods in the print shop. Therefore, be it

*Resolved,* That the National Editorial Association not only endorses the Franklin Printing Price List, but urges its use by printers everywhere, knowing that its universal adoption will result in great good to all concerned. It is not only a timesaver, but a guard against costly mistakes, a means of unifying the printers of the country in their work and giving to customers everywhere a square deal in that the question of guess work is absolutely eliminated, and each man pays what the work is worth as shown by experts. No printing office should be without this recognized authority as to prices and printing."

What further proof do you need to be convinced when you see over seven thousand printers using it; when state press associations and organizations of printers all over the land are unanimously endorsing and adopting it; when some of the most eminent men allied to printing are actively promoting its adoption by having large corps of salesmen place it?

This indication of faith testifies to the utility and practicability of the Price List.

It is further evidence of your need for this virile prosperity-maker.

*Write for further particulars!*

## Porte Publishing Company

R. T. PORTE, President

221 Atlas Block, Salt Lake City, Utah.

This is a new set of testimonials — different from those which appeared in this magazine last month.

**FRANKLIN  
PRINTING  
PRICE LIST**

The Price List has proved to be a blessing to us.

N. A. Mott,  
Yazoo City Herald,  
Yazoo City, Miss.

It makes us more money than any piece of machinery in the shop.

Ralph S. Shaffer,  
The Enterprise Ptg. Co.,  
Oney, Tex.

The List is the most complete and comprehensive one that we have seen.

The Vernon News,  
Vernon, B. C.,  
Canada.

It has more brains within its dumb covers than half the chauffeurs of our "vehicles of information."

L. Doherty,  
Kildeer, N. D.

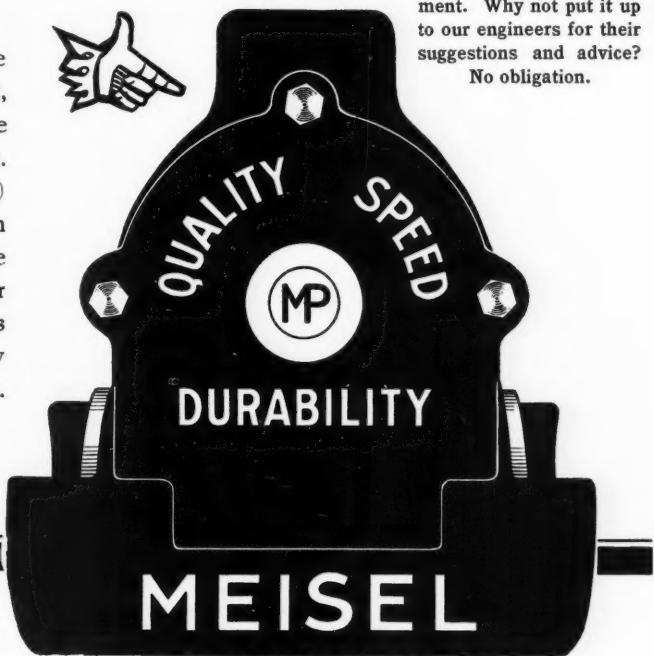
**FRANKLIN  
PRINTING  
PRICE LIST**

## *If you want a machine not on the market, write us.*

YOU won't find another machine made like the one we designed and built, and installed in the private plant of the American Railway Express Company. (See page 640 of the August *Inland Printer*.) All Meisel presses, whether of stock design or built to fill a special need, bear the trade mark shown in the advertisement. It is our bond to the buyer. Every press bearing this trade mark carries our personal guaranty of complete satisfaction. Think it over.

**MEISEL PRESS  
MFG. COMPANY**

944-948 Dorchester Ave.  
BOSTON, MASS.



Trade Mark Registered U. S. Patent Office.

### *A New One for You—*

## THE WESEL CAMERA

is the latest addition to the gallery equipment family. It has splendid features, and is ready in standard sizes for immediate delivery.

Tell us who you are so you'll be sure to get a copy of our fine description catalog as soon as it is off the press.

MACHINERY and SUPPLIES for Photo-Engravers, Electrotypes, Stereotypers and Printers.

**F. WESEL MANUFACTURING CO.**

Home Office, 72-80 Cranberry St., Brooklyn, N. Y.

*Please mention The Inland Printer*



# A Brief Statement of Facts

For more than seventy years Dowd Knives have held a first place wherever cutting knives are used. Such a record is nothing, if not a tribute to the quality of the product.

Mill managers like Dowd Knives because they do good work, wear well, and do not cause frequent delays for changing or sharpening.

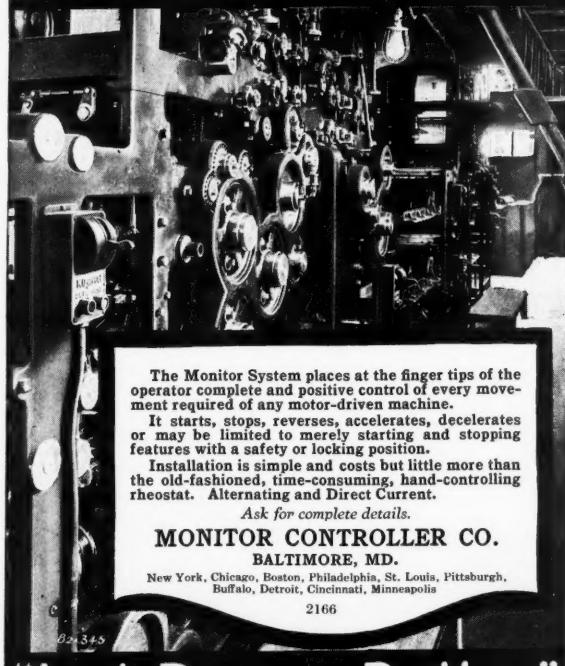
Operators like Dowd Knives because they take a keen edge which stays sharp a long time; because they fit the machines, work smoothly and turn out superior product.

Dowd Knives are rightly made from best materials, are thoroughly satisfactory and a real economy to use.

**R.J. Dowd Knife Works**  
Makers of Better Cutting Knives Since 1847  
**Beloit, Wisconsin**

N-O-S COMPOUND does away with the necessity of slip-sheeting. Why not try it?

## The Monitor System



The Monitor System places at the finger tips of the operator complete and positive control of every movement required of any motor-driven machine.

It starts, stops, reverses, accelerates, decelerates or may be limited to merely starting and stopping features with a safety or locking position.

Installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlling rheostat. Alternating and Direct Current.

Ask for complete details.

**MONITOR CONTROLLER CO.**  
BALTIMORE, MD.

New York, Chicago, Boston, Philadelphia, St. Louis, Pittsburgh,  
Buffalo, Detroit, Cincinnati, Minneapolis

2166

### "Just Press a Button"

**JAENECKE-AULT COMPANY**  
CHAS. H. AULT, PRESIDENT & TREASURER

**CHEAP INKS  
ARE OFTEN  
AN  
EXTRAVAGANCE**

MANUFACTURERS OF  
**FINE PRINTING & LITHOGRAPHIC INKS**

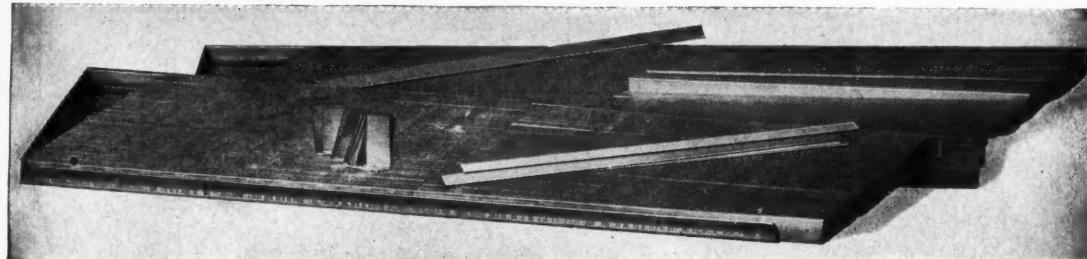


FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK · CHICAGO · CLEVELAND

Our goods can also be obtained from  
printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.



## Miles and Miles of Leads and Slugs

Are Quickly and Cheaply Produced by the

### *Thompson Type, Lead and Rule Caster*

THE galley shown above contain 33 pounds each of 2-point leads and 6-point slugs, a total of 66 pounds produced in 50 minutes, including change of mold from leads to slugs.

It is this great output, combined with the high quality of its product, that makes the Thompson the only type and lead caster you can afford to install.

And you should install a type caster. The high wage scale in composing rooms, together with the

high cost of foundry type and spacing material, are two big reasons why you need just such a machine.

With a Thompson in your composing room there will be an immediate reduction in these high costs. Eliminating the expense of distribution, wiping out type foundry bills, doing away with picking and hunting for sorts, are three ways the machine will save you money. A request on your business letterhead will bring further particulars.

**THOMPSON TYPE MACHINE CO., 223 West Erie St., Chicago**



VOL. 66, NO. 1

OCTOBER, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

### LEADING ARTICLES IN THIS ISSUE

High Wages — Low Costs.....	41
BY DORR KIMBALL.	
Adverse Advertising.....	45
BY LLOYD GRIFFIS.	
The Proofreader's Task.....	47
BY ARTHUR PEMBERTON.	
What Printing Offers as an Occupation.....	49
EDITORIAL.	
Shortage of Help, and Reduced Hours.....	50
EDITORIAL.	
A Short Biography of Christopher Plantin.....	53
BY HENRY LEWIS BULLEN.	
John Smith's Bookkeeping — No. 10 — Losses.....	57
BY R. T. PORTE.	
A Ten Year Experiment in Coöperation.....	62
BY WALTER WALICK.	
Job Composition — Variety Without Loss of Identity.....	65
BY J. L. FRAZIER.	
Standardization of Language Forms.....	68
BY F. HORACE TEALL.	
Dedication of Jay H. Neff Hall at University of Missouri.....	80
BY R. S. MANN.	

*Complete classified index will be found on page 133*

PUBLISHED MONTHLY BY  
THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.  
New York advertising office, 41 Park Row.

*Address all communications to The Inland Printer Company*

TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.  
Copyright, 1920, by The Inland Printer Company.

# He Agrees with Us

A printer in Pennsylvania wrote us "You are right in saying that each press should be equipped with two sets of Rollers, each set to be of slightly different consistency to meet the changes in atmosphere."

This is a good point to keep in mind right now. A full winter Roller will be too soft to use during the warm days we will have. Medium grade Rollers should be used during the mild weather of early fall, and the soft Rollers held in reserve for really cold weather. A Roller that is too soft will smear the presswork and cause endless trouble and delay in the pressroom. If it becomes overheated it will burst and then a firmer Roller will have to be ordered. This takes time. Consider what an idle press costs you per hour and compare it with the cost of an extra set of Rollers. The latter will be negligible.

"Fibrous" Rollers are resilient, tacky and durable, and the Rollers are guaranteed to give satisfactory service during the season for which they are cast.

Order from the address nearest you, and specify "Rollers returned for repairs," as this will entitle you to a lower freight rate.

## BINGHAM BROTHERS COMPANY

(Founded 1849)

### ROLLER MAKERS

NEW YORK  
Main Office  
406 Pearl Street  
ROCHESTER  
89 Mortimer Street



PHILADELPHIA  
521 Cherry Street

BALTIMORE  
131 Colvin Street

Allied with BINGHAM & RUNGE COMPANY  
East 12th Street and Power Ave., Cleveland

# The Printer's Type



AM cold and senseless. I came from the depths of the earth. When new I am bright and pleasing. When I grow old I am beaten, cast aside and reborn to use again. For centuries I have preserved the works of art, knowledge and history. I have heralded broadcast the works of man, created wars, overturned kingdoms, and elected crowns. Mightier than the sword am I. Had I never been born the world would still be clothed in darkness and ignorance, seas remain unknown, wealths unused and learning undreamed. Wonderful institutions of learning have been created through my efforts, lives broadened and homes made happy. My greatest ambition is realized when I can teach the young, comfort the old and spread learning throughout the world. I assist you to learn of the happenings of your neighbors, the doings of the city and the wars of yesterday. My use extends from the smallest hamlet to the farthest corner of the earth. Yet, I am little known, seldom seen, and quite small and insignificant. But, you will seek my lasting impression on the morrow—for I am but the printer's humble type.

M. B. LOOMIS

# The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 66

OCTOBER, 1920

NUMBER 1

## HIGH WAGES—LOW COSTS\*

BY DORR KIMBALL

*Author of "Composing Room Management"*



HE doctrine of high wages and low costs was presented very clearly as one of the important features of industrial efficiency when, about eight years ago, Frederick W. Taylor published "The Principles of Scientific Management." In spite of the careful analysis of principles, and the ample demonstration by examples from actual practice, this doctrine of high wages and low costs has not made the headway in industry that most of the other features of scientific management have in the last few years. There seems to be a misunderstanding of the main factors in this doctrine that prevents its more general acceptance.

As far as published data go there is nothing to show that anything is being done to apply this principle successfully to the printing business. Undoubtedly there are firms who are making important developments along this line, but they are keeping the results to themselves as far as the general public is concerned.

In view of these facts it may be of interest to the printer confronted with high labor costs to know how these high labor costs can be made compatible with low production costs.

The mere statement of the case sounds like a paradox. Labor costs and production costs are commonly supposed to be a sort of Siamese twins—whatever affects one affects the other likewise. Printers, like all manufacturers from time immemorial, have been telling their customers that prices are high because wages are high.

Tell a practical employing printer that he can raise the wages of each of his compositors five dollars a week

and still have his composition cost less, and he thinks you are crazy.

But this is no paradox. It is a sound doctrine, as we shall see. When properly applied to any operation it is capable of producing that most desirable result, high wages for the workman and at the same time a low cost of production for the employer.

The work which follows is given merely to illustrate what is possible in the way of high wages and low costs in the commonest type of operation in the printing business. The standardizations cited are not final, as this work has revealed the need of further improvement—problems which are still to be solved. For example, we are in need of a spacing system for hand work which will do away with the waste of time in putting in one kind of space and then changing it to one or more others to justify the line.

As our subject is wage rates and production costs, let us make sure we understand just what we are talking about.

The wage rate is the money paid the compositor for his time. If he gets \$24 a week the wage rate is 50 cents an hour. If he gets \$36 a week, the wage rate is 75 cents an hour.

The production cost of straight matter composition is the sum total of all the expenditures necessary to produce a unit of that composition. Of all these expenditures the money paid the compositor for his time while setting up the type is the only item we are now considering, although this item may be but one-fourth or one-third of the total cost of production.

The unit of product we take is the thousand ems as ordinarily measured.

When we speak of wage rates, then, we mean the hour rate of pay that the workman gets. When we

\*Copyright, 1919, by Dorr Kimball.

speak of wage cost per thousand ems we mean that part of the total production cost that we have under discussion.

Wage costs per thousand ems have the same meaning as piece rates as used in the old days when type was set by the piece, except in that case the distribution was included in the operation, whereas we limit the operation to the setting time alone.

The hour wage of the compositor is the measure of wages. The wage cost per thousand ems is the measure of that part of production costs we are studying. These are the two figures we are concerned with. We shall attempt to show how the first can increase while at the same time the second can decrease.

The wage rate we were paying at the commencement of this attempt at standardization was 50 cents an hour. That was a matter that required no more research to verify than a glance at the pay roll book. But our wage cost per thousand ems was a matter on which our ordinary records gave us no light. By consulting proofs and time records of a number of jobs of straight matter and reducing each instance to the number of ems set in an hour, we had an array of figures running all the way from 300 ems an hour to 800 ems an hour.

It was obvious from this preliminary survey that our wage cost per thousand ems was a variable quantity covering a range of from \$1.66 (in the case of type set at the rate of 300 ems an hour) to 63 cents (in the case of type set at the rate of 800 ems an hour). Further investigation showed at once that in those instances where the higher speeds were attained all conditions had been at their best — plenty of type in the case, clear copy, no hunting for galley, and no interruptions of any kind, as well as the disposition on the part of the compositor to do his utmost. Instances of low speed setting showed nearly always the cause of the delay in poor copy, heavy corrections, a squabbled stick, "out of sorts" both as to type and workman, or a disposition to string the job out.

Our first step to lower production cost was to experiment with each of those conditions that affected the speed of setting, and get it at its best. A simple system of copy preparation, including proofreading the type-written sheets and marking clearly for type size, style, and measure, settled the question of delays from misunderstood copy. Copy was thus made fit to follow and any deviation meant errors.

Distribution was arranged systematically, so that there was no danger of "scratching bottom." Special sorts if required were placed ready in advance of use.

"Corrections" proved a costly source of bringing down speed. Of course in making up the wage cost per thousand ems both the time of original setting and the time of correcting the matter were included. It was found that some very high records of speed would have been attained if the correction item could be eliminated.

Particular attention to reading carefully the line in the stick, before justifying, was found to help, and after it had been proved that it was possible to reduce errors by this method to not more than two or three to the thousand ems without slackening the speed, it was decided in keeping the records to count as the matter set up in a given time only the lines set without errors. Thus 700 ems might be set up in an hour, but if the proofreader found occasion to mark errors in two lines (supposing the matter to be 30 ems measure) the record would be reduced 60 ems and read 640 ems.

But no matter how carefully copy is prepared, and all other physical conditions made favorable, the greatest factor in securing high speed in setting is the interest of the workman himself. This interest can be secured effectively by raising his wages for each increase of speed. This brings us back to our subject of high wages and low production costs. We concluded, after getting conditions as nearly perfect as we could, that an average of 500 ems of correct matter an hour was about as much as could be secured for the 50 cents we were paying in wages. To get more than this speed we felt was possible by paying more than 50 cents an hour, but the question was how much. To understand this problem fully it is necessary to understand the exact relation between the hour rate and the piece rate.

Our payment of 50 cents an hour, no matter how much or how little type was set, was an example of the straight hour rate. If we had, on the other hand, been paying a dollar a thousand ems correct matter, no matter how long or how short a time was taken in the setting, then we would have been paying a straight piece rate, which as we have said is the same as the wage cost of production. As long as the straight hour rate is in force the workman gets no increase in his pay. As long as the straight piece rate is in force the firm gets no decrease in production costs. To make this clear look at Table No. 1. Here we have in the first

Ems set per hour	Wages per hour	Wage cost per thousand ems
500	50 cents	\$1.00
600	50	.83
700	50	.71
800	50	.62
900	50	.55
1000	50	.50

Table No. 1.— Straight Hour Rate.

column, rates of speed from 500 ems to 1,000 ems an hour. Under a straight hour rate of 50 cents the workman gets the same wages whether he sets 500 or 1,000 ems. But if he sets only 500 ems in the hour, then his composition costs the firm a dollar per thousand in wages, while if he sets 1,000 ems, it costs the firm but 50 cents.

Now look at Table No. 2 where we have the same column of speeds from 500 to 1,000 ems an hour, but

the second column shows a straight piece rate of \$1 per thousand ems. The third column shows the wages per hour the workman receives according to his speed. Composition on this basis costs the firm exactly the same amount in wages per thousand ems whether it is set at the rate of 500 ems or 1,000 ems an hour, but the wages of the workman range from 50 cents an hour (if he sets 500 ems) to \$1 an hour (if he sets 1,000 ems).

Ems set per hour	Piece rate per thousand ems	Wages paid per hour
500	\$1.00	50 cents
600	1.00	60
700	1.00	70
800	1.00	80
900	1.00	90
1000	1.00	\$1.00

Table No. 2.—Straight Piece Rate.

Now it is clear that neither the straight hour wage nor the straight piece rate will accomplish what we are after, namely higher wages and at the same time lower production costs. What we want is a scale that will give the workman more pay for an increase in speed above 500 ems an hour, and at the same time make the wage cost per thousand ems less for the same increase in speed.

A combination of these two tables, on the basis of a fifty-fifty sharing of the saving due to increased speed, gives us what we are after. This works out as shown in Table No. 3. It will be seen that on the basis of this scale the increase of speed from 500 ems to 600 ems an hour means an increase of 5 cents an hour in the work-

Ems set per hour	Wages per hour	Wage cost per thousand ems
500	50 cents	\$1.00
600	55	.92
700	60	.86
800	65	.81
900	70	.77
1000	75	.75

Table No. 3.—Differential Rate.

man's wages, and at the same time the composition costs the firm less by 8 cents per thousand ems. An increase of speed from 600 ems to 700 ems an hour means another 5 cents per hour in the workman's wages and a further decrease in the cost of composition of 6 cents per thousand ems. Thus the scale continues to vary with the increase of speed, benefiting both workman and employer.

In adopting this scale and applying it to the setting of straight matter, the only change in the usual method of recording compositor's time was in adding to the time sheet the number of ems of correct matter set in the time recorded. This record was made from the proofs of the matter after they had been proofread, and, as mentioned before, only the lines unmarked were counted.

Table No. 4 and the chart tell the whole story of higher wages and lower costs as it was actually worked out in the first five weeks of putting the plan in operation. This is the work of one compositor, engaged the whole time recorded in setting 14 point Caslon straight matter, 30 picas measure. Distribution was also done by this same compositor, and this operation was also standardized and arranged on a similar hour scale of wages, but the record of setting time alone is here shown as it is fully sufficient to make clear the plan.

In the first column of the table are given the net amounts of correct type set day by day. The time

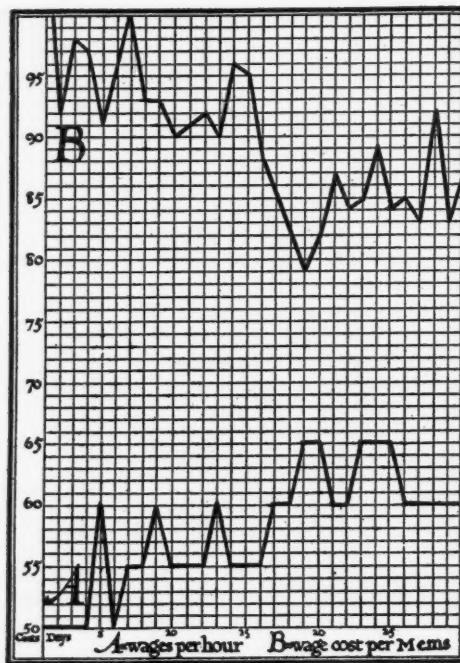
Net ems set	Time	Speed per hour	Wages per hour	Wage cost per 1,000 ems
2150	5.5	390	50 cents	\$1.29
2290	4.2	540	50	.92
3180	6.3	510	50	.98
1902	3.7	517	50	.97
2100	3.2	655	60	.91
2520	4.9	520	50	.96
2220	4.1	555	55	1.00
3870	6.6	500	55	.93
3360	5.2	650	60	.93
2310	3.8	610	55	.90
3330	5.5	605	55	.91
4484	7.5	595	55	.92
3870	5.7	670	60	.90
3160	5.5	572	55	.96
3540	6.1	580	55	.95
4050	6.4	630	55	.88
3290	4.6	710	60	.85
5370	7.3	740	60	.81
3870	4.7	820	65	.79
3780	4.9	790	65	.82
2490	3.6	690	60	.87
3570	5.0	714	60	.84
2100	2.8	760	65	.85
4900	6.5	755	65	.86
2550	3.3	770	65	.84
4200	5.9	710	60	.85
2940	4.1	720	60	.83
2460	3.8	650	60	.92
3660	5.1	720	60	.83
2310	3.4	690	60	.87

Table No. 4.—Wage and Product Record.

taken is recorded in the second column. These two sets of figures have been taken directly from the time sheet records. The rate of speed per hour, as shown in the next column, is of course the quotient obtained by dividing the figures in the first column by the corresponding figures in the second column. Entries in the next column were made in accordance with the scale shown in Table No. 3. Anything below 550 ems was counted as 500 ems (wages being guaranteed not to go below this figure) and fractional hundreds being counted to the nearest even hundred. The figures in the next column are obtained by dividing the wages per hour figure by the number of ems set in the hour. This gives the wage cost per thousand ems.

As you read down the last two columns of this table you can clearly see that the wages per hour show an increase, while the wage cost per thousand ems shows a decrease.

This is made even plainer by the chart where the figures of the last two columns are shown graphically. The upper line is seen to show a decided decrease and the lower line a decided increase, corresponding to our statement that wages can be made to increase and at the same time show a lower cost of production. One



point that is often asked about in connection with a differential scale of this kind is: "What are the proper figures to use in starting the scale, that is, what product per hour and what rate of wages per hour should be used as the start from which the differential proceeds?"

This involves more than the simple problem of securing efficiency through higher wages, and if an answer could be given that would always prove satisfactory it would be the answer which would well nigh solve the entire problem of industrial relations.

Where conditions in the trade are such that a definite scale of wages per hour is in force, the settlement of the second of these figures — the guaranteed wages per hour — is easily determined, as the prevailing wage rate is simply adopted to start the scale.

Where there is no provision in the trade for measuring the product, the determination of a fair product figure to start off with is rather difficult. The aim is to find out, in this case, what the average compositor who gets the regular wage scale actually does average under ordinary conditions. It is important that this product per hour at the start of the scale represents what is actually being accomplished under every day conditions as they exist, and is not influenced by hopes of improvement due to better conditions or increased skill.

The idea is to set the wage per hour at the prevailing "going wage" for this kind of work and establish the product per hour for this wage on the basis of what the "going wage" has in the past produced under average conditions.

If the first two figures of the scale can be satisfactorily set in this way, the results of every improvement, both in conditions and in skill, will be correctly reflected in the differential feature of the scale. This simply means if the management works out a better floor space arrangement, better light, better copy or any other betterment in conditions that helps the workmen to set more type in the hour it will benefit to the extent of getting half the additional type that is set at no cost. If the workman takes advantage of these better conditions, and also adds to his skill by careful methods of work and more care to guard against "corrections," he benefits to the extent of collecting his full hour rate of wages on half the additional type he sets in his regular hours.

If the general scale for compositors' wages were advanced after such a differential wage scale had been adopted and put in successful operation in a given shop, the question might arise: Should the basis of the scale be immediately changed to the higher rate?

Suppose, for illustration, that the scale shown in Table No. 3, based on a going wage of 50 cents an hour and an average product of 500 ems an hour, could be shown to have worked successfully for, say, a year with the compositors earning toward the end of that period an average of about 65 cents an hour regularly. Now, if in response to the high cost of living or any other cause the general scale for compositors should advance

Ems set per hour.	Wages per hour. Basic wage 75 cents.	Wage cost per thousand ems.	Wages per hour. Basic wage 85 cents.	Wage cost per thousand ems.	Wages per hour. Basic wage \$1.00	Wage cost per thousand ems.	Wages per hour. Basic wage \$1.25	Wage cost per thousand ems.
500	\$0.75	\$1.50	\$0.85	\$1.70	\$1.00	\$2.00	\$1.25	\$2.50
600	.83	1.38	.94	1.56	1.10	1.84	1.38	2.30
700	.90	1.28	1.02	1.46	1.20	1.71	1.50	2.15
800	.98	1.22	1.11	1.39	1.30	1.62	1.63	2.04
900	1.05	1.16	1.19	1.32	1.40	1.56	1.75	1.95
1000	1.13	1.13	1.28	1.28	1.50	1.50	1.88	1.88

Table No. 5.

twenty per cent, to 60 cents, should these particularly trained compositors who have been regularly drawing 65 cents have their basic scale advanced twenty per cent?

It will be readily seen that there are two sides to this question — the employer might reasonably hold that as the men were earning more than the advanced scale they should be content, while the employee might with equal reason contend that since the general wage scale had advanced, his product was worth more to the employer and therefore higher wages should be paid for the same product than formerly.

The author is of the opinion that if it were an established trade custom to base compositor's wages on a differential piece rate, then as long as actual earnings kept well above the requirement of the cost of living there would be no argument for advance in the basic scale. But in an industry where it is the trade custom not even to measure the product at all, and in times when the cost of living may advance to double what it was when the basic scale was figured, the only practical way to proceed is to let the basic wage fluctuate with the "going wage."

If an employer does that, he can content himself

with the realization that he is paying higher wages to his employees than his competitors who are not operating under the differential rate and thereby holding securely the best grade of workmen, and at the same time his composition is costing him less than the composition of his competitors is costing them.

With compositors' scales now about double what they were when the figures for this illustration were compiled, it might be of interest to have the figures of the differential piece rate with other bases than those used in the text. Table No. 5 shows the scales for wages at 75 cents, 85 cents, \$1 and \$1.25 per hour.

## ADVERSE ADVERTISING

BY LLOYD GRIFFIS



DOES the country publisher get any material results from advertising his job department in the columns of his newspaper? Should this question be asked the owner of a weekly newspaper in a small town in a Middle Western State, whose plant is a fair sample of the hundreds of combined country newspapers and job shops of the smaller towns of the United States, his answer would no doubt be something like this: "Results are obtained if the advertising is given proper consideration and thought in preparation of copy, and if the printer doesn't make the mistake of allowing his paper and work to create sufficient adverse advertising to offset them."

Urged to explain this rather vague reply, he would, if in a loquacious mood, give his personal experience in the matter; and if he had been rather successful in the results obtained in this respect, his presentation of his own methods in properly advertising his job department and his plant in general in the columns of his newspaper, as well as in other ways, would not savor of egotism. As the experiences of a certain publisher contain several suggestions of more or less merit, the writer passes the story along as it was told to him:

"Up until a few years ago we were running advertising for our job department after the same general fashion as many other country publishers — merely as 'filler.' If we happened to have a small amount of space left on press day, and nothing in particular with which to fill it, we would run an 'office ad.' Most of the advertisements contained practically the same old stereotyped phrases with which every printer is familiar, about 'first-class job printing at our office,' or words to that effect. They were thrown together at the last minute, usually with a fancy border and generous

amount of white space to emphasize 'first-class,' and were never given another thought so far as the shop was concerned.

"However, they did have some effect on the public, for it was through one such ad., or possibly a succession of them, I can not say, that we came to see the error of our ways.

"While I don't like to admit it, and am most happy to state that the condition no longer exists in this plant, yet at the time we were turning out office ads. as fillers, we were also putting out a rather slovenly appearing paper, judged as a specimen of printing. I remember a part of a poem which went the rounds a few years ago, in which some feeling bard described the appearance of the little country paper from the old home town in this fashion: 'Sometimes the ink is faded, and sometimes the print is dim.' Well, our sheet, like a good many others, was sometimes like that. We just simply locked up the forms and let 'em ride. We didn't take the small amount of time required to give the paper the neat typographical appearance which, I am happy to state, is becoming more and more predominant with country papers. We always thought we were too busy to bother much with it.

"I happened to be passing along the street one press day after we had mailed out our papers. The appearance of the sheet was a little sloppier than usual that week, owing to some roller trouble; the fact that our matrices were pretty well worn, having more than served their time, and the alignment of the slugs was becoming worse each week; and various other inexcusable features which had turned up, or had been passed up. One of the business people of the town — a man who never gave us much of his job printing, although he used considerable printed matter in his business — had just received his paper and was glancing over it. He had apparently just noticed our office ad.— we had the usual formula that week — for

as I came within earshot he made the remark: 'If this plant does such first-class jobwork (quoting the first-class from the ad.) it's a wonder to me they wouldn't try a little of their ability in that line on their newspaper.'

"My approach had been unobserved and I sincerely hope my departure was also. I have every reason to believe that the speed with which I took distance made me invisible to the naked eye. It occurred to me very forcibly at the time just how that 'first-class' job printing phrase must strike the general public, appearing as it did from time to time in a slovenly looking sheet printed in the same plant, and I didn't care particularly about making myself evident just then.

"I slunk away to a much desired seclusion and began to do some real thinking, the result of which is our present system of advertising our job department, and the pleasing typographical appearance which our paper carries today, also a better class of commercial printing for our customers. Don't imagine that our job department had been idle before that time; we had been just drifting along, turning out mediocre work, never getting many new customers, occasionally losing an old one, who, we would afterward learn, was buying his printing elsewhere and handing our plant a black eye whenever the occasion arose.

"My first investment in my advertising campaign was for a new set of matrices to correct the bad alignment of the slugs, and some new rollers. Then we spent some time in cleaning up and properly packing the newspaper press, and generally cleaning up our material, which had been handled rather haphazardly.

"And, believe me, the joy and satisfaction in producing a well printed paper was sufficient compensation in itself for the extra effort. I say extra effort, although after the first general clean up this was a minus quantity, for it takes practically no more effort to produce good work than bad, after once setting the standard for production. The contrast with the former slovenly appearing sheet caused much favorable comment and expressions to the effect that we were at last showing enterprise. I hadn't realized before just how much attention the public gave its printing — and there are a good many country printers who do not give this matter sufficient attention. They do not give much thought to the amount of adverse advertising a poorly printed paper or inferior grade of jobwork gives them.

"The next step was to kill the office advertising as it then appeared, and give our job department some real live wire advertising in the newspaper. The stereotyped phrases were done away with and instead information was given concerning stock, ink, equipment, manner of handling the different jobs, and, in fact, real knowledge concerning printing and printed matter in connection with their mission in the great field of industry and trade.

"It is remarkable how the suggestions follow each other in this line after once started, each of which may be fittingly applied in the advertising of a printer's products. Among these was the adoption of advertising to conform with the season of the year, for in certain things the season affects the sale of the merchandise of the printer as well as that of concerns in other lines of business.

"The fall and winter is sale bill time for the country printer. We advertised for them, discussed in the ads. the merits of publicity with regard to drawing crowds, and dwelt on the fact that the best auctioneer in the world could not sell the best goods in the world without the crowds to sell to. We also gave figures to show the attendance at sales which had been advertised with us. For these we have a combination bill and ad. arrangement, as is customary with most papers. After we investigated and found it to be true, we advertised the fact that we got the crowds. Of course, I can not give direct results of this advertising in dollars and cents, but I do know that we do more sale bill work and advertising than we did before.

"The majority of a printer's wares are in season the year around, while some are in normal demand all the time and abnormal demand during certain months. Upon checking up I found that we printed more wedding stationery in the spring months. Most — not all — of our wedding stationery advertising is directed to the June bride. We do quite a business in Christmas and New Year's greeting cards, and naturally we do not advertise for them in February, nor would any one else, although I know of a printer who has an excellent field for that line and doesn't advertise for it at all.

"We do not confine all of our direct advertising to the newspaper. We put out blotters and the like, not to mention the ever ready imprint, which, appearing on a well printed job, is the best advertising in the world. Good composition and presswork, prompt and neat delivery of jobs, a well printed, neat appearing newspaper and an untiring attempt at good service in general are the elements we call our indirect advertising. Just how far our direct advertising — newspaper ads., blotters, pamphlets, imprints — goes toward obtaining business, I can not say, but the combination of our direct and indirect advertising has increased our job business fifty per cent. We rarely lose a customer after he has placed his work with us. Even the man who made the remark that opened my eyes trades with us now. Aside from our job department, since we are putting out a neater appearing paper, we have a better local advertising patronage, and have increased our subscription list.

"Consequently, in answer to the question, 'Does it pay the printer to advertise?' I would say it most assuredly does, but I would further state: 'Beware of adverse advertising.'"

## THE PROOFREADER'S TASK

BY ARTHUR PEMBERTON



XACT proofreading proceeds from an analytical habit of mind: the sort of mental capacity that knows whence comes its loves and hatreds; sees clearly the appeal in a well stated truth and the repellent quality of error; that can weed out what is trivial and incongruous and save an author from a plunge into anti-climax. The corrector brings a writer to his better self — the "unknown" in some obscure printing house often helps to place a new star in the firmament of letters. For the reader is a challenger (the duel is on every day in civilized countries) as to whether mental incapacity, actual misstatement, faulty diction, lack of sequence, shall pass, or be forced back, and right and truth prevail. For all time the rule has been that in the noblest works of man, while wonderful thought might be there, mode of expression was perchance unfortunate, great sayings harshly framed, or the manuscript almost indecipherable. Half a world drew back from Carlyle on account of his bluntness and bombast. In his "Letters" we find only slurs for the printers. Greeley's manuscript brought him much trouble; George Meredith's punctuation was a puzzle; Whitman's crudity repelled. The reader is in a way akin to the portrait painter. Manuel Garcia, on the occasion of his sitting (in extreme old age) to Sargent for a portrait, exclaimed, "Paint me not as I am, but as I would be." Two decades of centuries ago Pliny wrote, "The marvel of the art of Cresillas is that it made famous men yet more famous."

The analytical mind makes critics, reviewers, editors. A book, picture, play, action of a group of people, or natural scenery, gives a certain degree of pleasure. Who can in an epigram, a phrase, or paragraph, exactly "hit off" that feeling? Perhaps one in ten thousand — and he shall be king among you. It is much easier to define a dislike; that gets "under the skin" with remarkable quickness. But is the maker of the discovery sure? Yes, after the trained reader has verified it. A remarkable thing is that seldom can one's impression be neutral. The live wire always is conveying, the mind telegraphing, brain coding the nerve stimuli into words, muscles extending their reach, hand and pencil faithfully recording. These are, vividly, the processes of the proofreader.

The censorship of his own consciousness is the corrector's stronghold. All mental acquirements add to our growth; they become ingrained in the fiber of being.

Hidden in unsounded depths are bits of rubbish as well as gems of memory. "Degeneration and non-sanity as well as beginnings of higher development; . . . any prospectus which insists on the amount of gold to be had for the washing should describe also the mass of detritus in which the bright grains lie concealed." This, too, to use his valuable memorized knowledge, is the task of the reader, and of it he can surely say, with Henley, that he is master of his fate and preëminently "captain of his soul."

There are popular (and prevalent) conceptions of our work — one is that it amounts to a single reading, as, it might be, the morning paper at the breakfast table; another, a mere comparison with copy; or, again, that one must be fully informed on every subject, and that all power is given him to edit the editor or amend the author — verifying every statement, date, fact, presumption that the composition brings up. Or perhaps your interlocutor has a clouded mind: "What, they pay you for merely reading?" "Yes, reading to improve the matter as set." "Well, can you always get it perfectly right?" To this one usually responds, "Human life consists of a series of mainly successful efforts toward the right" — evasion (or egotism) necessary. This philosophical pebble cast generally closes the debate, though it does not always fully enlighten.

Proofreading, in a way, is really as simple as bailing a boat; getting rid of "error" a little at a time, but with life-saving rapidity. The pace is unending — you can not turn back now and then and find readily the idiom you wanted to improve or a quotation to be verified. The first word on the next instalment must be checked: to clench continuity and keep in mind the author's design, not to mention the individuality of the work, it is vitally necessary to press on; still in thought's undercurrent a trained reader remembers fully the trend of many preceding galleys, and possible aspects of the chapters to come begin to throng the brain. Marked divergence is thus noted, or a contradiction of earlier matter by later. This is not exactly "expertness" but might be characterized as dexterity, for the reader of proofs is as surely "right-handed" as any man in any craft.

Multiple thinking — most preposterous conception to the single purpose mind! But our stylus wielder is a Past Grand in the rites and mysteries behind the veil of that wonderful temple, the brain. "The moving finger writes, and having writ" — the ear is rapidly receiving the next sentence, the eye is intent not only upon the pencil point, but sharply scanning also ten

lines below and above at a stroke — one's superordinary mind revolves the impressions of earlier text, while deep in subconscious layer lurks the suspicion that character names may have been slightly confused. Yet it is all quite orderly — no chaotic apprehension — for in some interim files may be consulted, notes made, the thread of the work carefully resumed. Thank Heaven, amends may be made "on the revise." Intuition, quick perception, ready wit, stand by as ministering helpers when an impasse looms ahead. To forward the work correctly and with speed all things conspire.

Memory, unconscious or cultivated, plays its part in this intensive mental process. In a lifetime spent in little else than studious reading, certain matters necessarily impress themselves upon the brain. To have mastered a book of power perchance creates an epoch in one's life — its substance does not fail or gradually fade; it can not be lost from memory any more than a brand upon the forearm can be erased. To attain breadth of mind, trend of the times, a trace of the world's life, a man culls and chooses, outside of daily labor, many books and reviews — taking the best of their content, rejecting the unattractive. All this knowledge serves. Technical or philosophic diction, history, drama, romance, help form his background of strongly acquired thought when the test of the day's work appears.

A tower of strength, all this, to the possessor. Except for latest discoveries, he has the groundwork of art and science, can open wondrous chambers. As his reading has been varied, he is sure of the bases, the axiomatic principles, of most knowledge; much of its terminology; he has drawn from the living fountains of literature, holds keys to the world's treasure house. A man of this sort in a great library reads (and quickly makes his own) countless pages of differing treatises, while others sit by, painfully gaining single sentences, with frequent resort to lexicons and other aids.

A true sense of balance, form, proportion is surely his, after broad experience and some familiarity with good typography and its rules. While not exactly in the corrector's province, all that a man can learn of the canons of printing is an aid to his finished product, and for this a study of books, both ancient and modern, should be made. The skilled worker realizes the full value of a well formed page — its headings, spacing,

use of capitals and italic — but he is not satisfied with that; he never rests until he has discovered the secret of its harmony, of its satisfaction to the eye; and if the page offend he is equally anxious to ascertain the underlying cause.

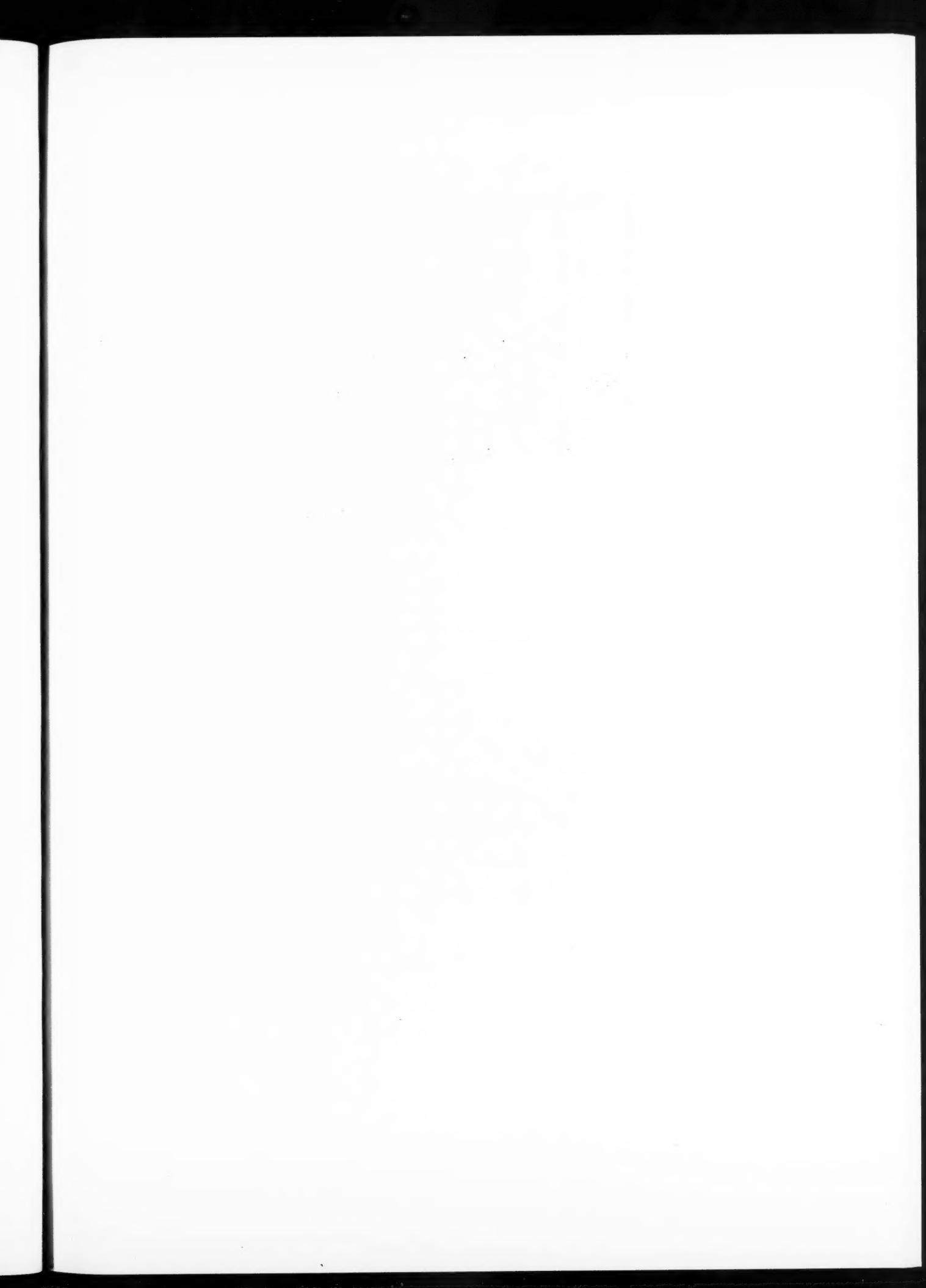
As a modeler knows the possibilities of clay, so a proofreader should be able to shape the plastic English of his day and hour — not crudely, forcibly, but in a friendly manner of suggestion. Well accepted forms of spelling, a wise use of points to enhance the author's meaning, proper paragraphing to give due weight to the thought, rhetorical faculty for expressiveness in retaining the proper dashes, exclamations, question marks, and quotations — all these are a main part of his self education. He must be pliant enough, however, not to check flights of imagination or to plumbline every expression to exactness; nor in these days of the evil and sordid, question too many brilliancies of aspiring young writers. Tautology is deplorable, but since the time when I scanned an old time quoted passage to change which was strictly *verboten*, I have "trodden cautiously." It is a choice specimen: "What condign graces and thanks ought men to give to the writers of histories, who with their great labors have done so much profit to the human life. They shew, open, manifest and declare to the reader by example of old antiquity what we would enquire, desire, and follow, and also what we should eschew, deny, and utterly fly."

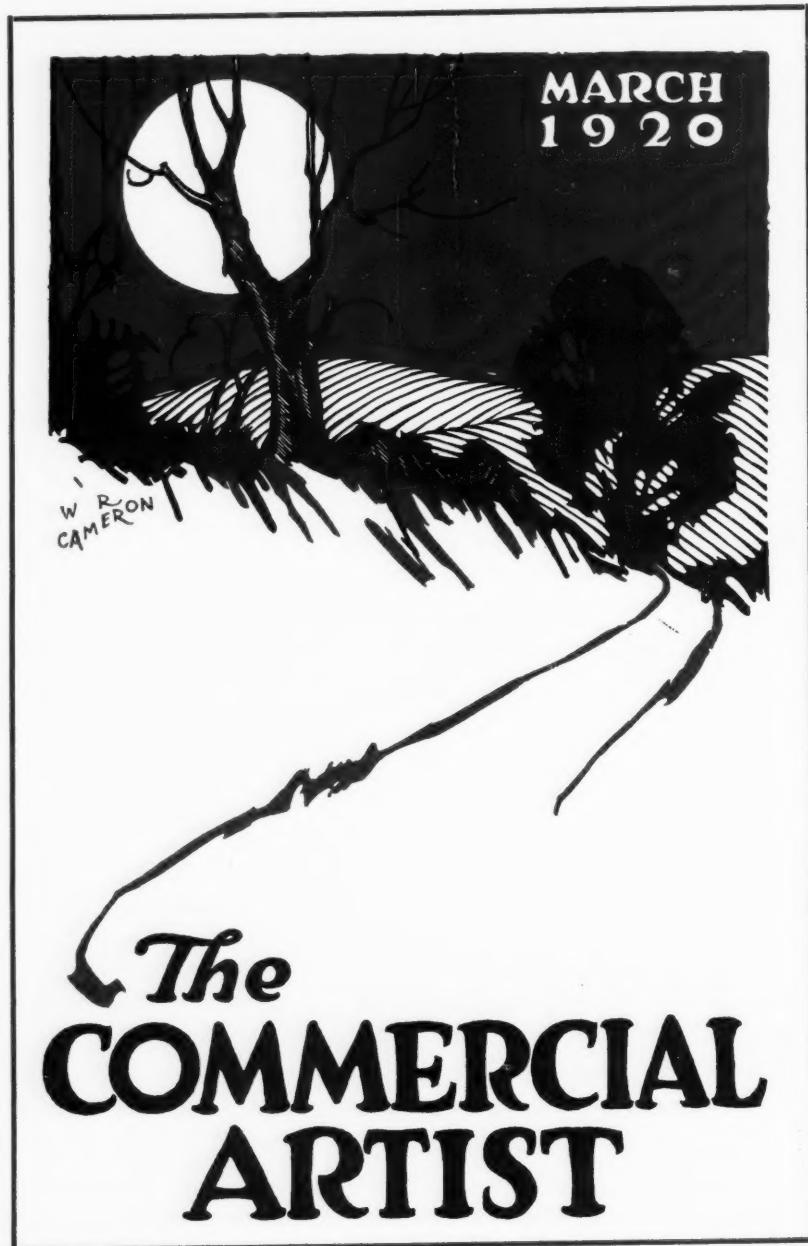
Though his years pass swiftly, the corrector's mind must remain ever fresh, alert, untrammelled, progressive. He should be free from "isms" even if his work tends to burden him with them, uncommitted to any cause, unpledged to party or sect, but bound to the fellowship of books, prohibitionist only as to error, catholic solely in assimilating the best; never a creator, but a sort of alchemist in the golden transmutation of words.

Some of the guild have deplored their anonymity, in spite of manifest literary skill and talent. If the architect has his tablet, why not the reader his panel after the *Finis?* Many have received honorable mention in author's note or preface — others have been satisfied with expressed appreciation. Their feeling is well portrayed in Kipling's couplet:

For though ensnaring ritual dim his vision in the after-years,  
Yet Virtue shall go out from him — example, profiting his peers.

OUR influence depends, not so much  
upon what we know, or even what we  
do, as upon what we are.—*Selected.*





Interesting cover design by William Ross Cameron, for house-  
organ of the Commercial Artists' Association of the Bay  
Cities, San Francisco, California. Editorially *The Commercial  
Artist* says, "Cameron does some fine things in this simple,  
clean and effective treatment, and naturally is a very busy  
man." Engravings by California Photoengraving Company,  
San Francisco, and printed by John Kitchin, Jr., Company,  
also of San Francisco.



## EDITORIAL

ACCORDING to an old and familiar saying, the best laid plans often go astray. So it is with our plan for the series of portraits of early master printers. The prints from which the portrait for this issue was to be made were shipped us by express, but delay somewhere on the road prevented them from reaching us in time to allow the artist to prepare the drawing and the engravers to make the plate without hurrying them, and work of that character can not be produced satisfactorily under those conditions. Rather than risk the possibility of not giving the artist an opportunity to do full justice to the subject, and to himself, it was deemed advisable to omit the portrait this month. In our issue for November we will present, as the second portrait of the series, Johann Gutenberg, together with a short biographical sketch. It is gratifying to the publishers of this journal to note the manner in which the portrait of Christopher Plantin, shown in our September issue, has been received, and also the interest manifested in our plan of showing the series of portraits of early master printers. We have been highly commended on presenting a feature that should prove highly educational, and which should create added interest in the early history of the development of our art.

IN response to requests for a more recently prepared biography of Christopher Plantin, whose portrait was shown in our September issue, we take pleasure in giving the space in this issue to one which has been prepared for us by Henry Lewis Bullen, the librarian of the Typographic Library and Museum of the American Type Founders Company. Unquestionably there is no one better fitted than Mr. Bullen to undertake this work, and THE INLAND PRINTER prides itself on having such a man on its regular staff of contributors. It is highly fitting that special mention be made of Plantin at this time in view of the fourth centennial ceremonies held in his honor during August at Antwerp, under the auspices of that city and the Government of Belgium. Complete reports of the celebration have not reached us at the time of writing. Nevertheless we learn that the French Government was represented by Paul Bourget, and that the various printers' associations of the Netherlands, Belgium and France were represented by delegations. What an honor, indeed, for a master printer to be thus recognized, and to have his humble printing office made into a museum of international fame, Le Musee Plantin-Moretus, as called by Mr. Bullen in his biographical sketch, "the greatest memorial of our art." Printers can well pride themselves upon the remarkable, constructive history enjoyed by their art, and it is ours to see that it is not allowed to be set in the background or to pass out of our

thoughts. Let us continue to keep alive the noble works of the fathers of our craft, those who wrought so well and who have given us such a noble heritage.

### What Printing Offers as an Occupation.

According to an article appearing in a recent issue of the Worcester (Mass.) *Sunday Telegram*, Harry G. Milliken, who is in charge of the printing department of the Worcester Boys' Trade School, wrote to both of the leading presidential candidates to secure their views, not on political matters, but on recommending the printing trade as a life occupation to boys of ambition and intelligence. At the time the article was published no reply had been received from Governor Cox, the Democratic candidate. Senator Harding, the Republican candidate, answered, in part, as follows: "I would, most unhesitatingly, recommend to young men the printing trade, as it offers many profitable inducements, not the least of which is the opportunity to inform oneself. Many of the great journalists, heads of printing institutions, and other men of worth while note in our civil life, have begun their careers in the newspaper office."

Coming, as this does, from one who has graduated from the case and attained a position of high honor, it should carry additional weight. To the young man who will apply himself diligently there is no field of labor that offers greater possibilities for actual service to his fellow men, or better opportunities for an all around education, than printing.

The article referred to also quotes statements by Mr. Milliken in which he points to statistics compiled by printers in Los Angeles. These statistics show the average life expectancy in money of the more highly skilled and more highly paid mechanics in various lines as compared with those employed in the printing crafts. In view of the fact that the printing trades offer constant and regular employment, while the others mentioned are seasonal and therefore irregular, the expectancy in printing is considerably higher.

Printers, through their organizations, should continue to present facts of this character to the boys who are being graduated from the grammar and high schools, and urge them to consider well the possibilities offered by printing as an occupation. It is unnecessary to state here that we need more ambitious and intelligent boys in the trade in order to maintain the supply of high grade workers for the future. That fact is already too well known.

One point emphasized by Mr. Milliken which should receive serious consideration is the following: "Instruction in the schools lasts four years. The Typothetæ accepts this as the equivalent of two years of apprenticeship."

ship work. The union is not so liberal. It still declines to recognize school instruction, and stands by the apprenticeship system of five years before the issuance of a journeyman's card. That, of course, does not help the schools."

To a certain extent, of course, the attitude of the union is justified. Without some restriction the way would be open for many boys who have attended classes in printing in the schools, but who are unfitted for the trade, to work their way into printing plants and after a few years secure journeymen's pay. It would seem, however, that it should be possible, and feasible, to provide a plan whereby boys who have satisfactorily finished a course of printing in a good school could be given the opportunity to take an examination, and if showing satisfactory progress be granted a reduction in the term of apprenticeship. It is not to be expected that boys who have applied themselves to study, and who have given the time required to complete the courses in the schools, will wish to start in printing plants as errand boys, as is now customary to too great an extent.

It is to be hoped that some plan will be evolved in the near future that will make entrance to the trade more attractive, and make it possible to bring into the printing plants more of the better grade of boys who are taking the courses in printing given in the schools.

#### Shortage of Help, and Reduced Hours.

The following matter has been furnished by Thomas Knapp, of Chicago, who is well known in printing circles throughout the country, and we give it editorial prominence on account of its importance:

Complaints are quite generally heard regarding the shortage of help and the reduction in working hours. What are we going to do about the matter? Many, if not the majority, of the magazine articles, and also the papers read at conventions, have practically the same trend of thought; that is, they advocate schools of instruction, modification of the present apprenticeship system, and opposition to the proposed adoption of the forty-four hour week. The school proposition is a good one, that can not be denied; but it is one that is rather difficult to carry out to a practical finish within a reasonable length of time, and what we are striving for is immediate results — immediate increase in production and efficiency. Our problems require action now, not a few years hence.

The question of hours seems to be settled in some quarters but is still debated or opposed in others. While it is not our intention to justify any reduction in the number of working hours, nevertheless we might just as well look the matter squarely in the face. Just so surely as the nine hour day supplanted the old ten hour day, only to be followed later by the adoption of the eight hour day, just so surely will the forty-four hour week be established eventually. Therefore is it not a waste of money and energy to fight this fact? Would not the same amount of energy and money produce greater returns if used for the purpose of devising ways and means by which to overcome the conditions we must ultimately face? Would it not be far wiser to study how we can "put our houses in order" so that most of this change can be absorbed by improved methods of management and production?

We hear a great deal about the shortage of printers in almost every part of the country. Is this shortage real or fictitious? To a certain extent it is artificial, caused by the high wages which, in a few of the larger printing centers, seem to have kept pace with other inflated items, resulting in an influx of help to those centers and leaving other parts of the country rather short and almost helpless, especially those localities where the weekly wage has not been materially advanced. As matters developed, this proved to be a boomerang in many instances in the communities where wages were not advanced, as it became necessary to pay new help higher wages than demanded by those who left. Now there is little or no shortage of help in the large centers; in fact, a surplus is being created as business drifts back to normal conditions.

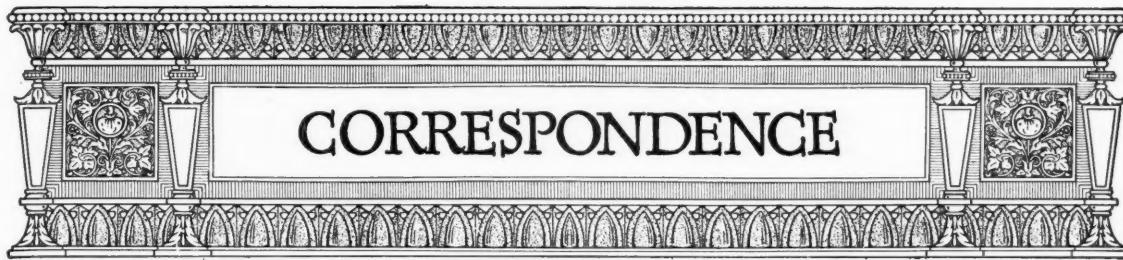
So much for the cause and effect, now for the cure. The remedy will not be found in the schools. They will help, and help greatly, but relief from this source will not be felt for some time. The immediate necessity is more efficient management, closer attention to details, so that each unit will produce its full quota, and, above everything else, the introduction of improved automatic machinery wherever possible. Improved machinery is the practical help as it increases production and reduces manual labor. Under such conditions the shortage of help would soon become negligible. As a class, printers have not taken advantage of many of the labor saving devices offered. They have been, and are, slow in adapting themselves to new conditions, installing automatic machinery and using no manual labor for any operation that can be performed by machine.

Instead of incessantly calling for extra help, see what can be done by improved methods, more automatic machinery and less help. This is the problem that must have serious consideration by every one in order to offset the shorter week. This thought is not new, but it is one that has been practically lost sight of except in a few of our larger modernized plants.

By adopting and following out this change of thought it will be possible for many of us to overcome our present seemingly unsurmountable difficulties. Is there any other way that offers immediate relief? The writer says no. Having for a great many years been in close touch with the labor situation throughout the country the writer is convinced that relief is not coming quickly enough through schools, education or training. These channels will help eventually, and will be of great advantage later on, but the present immediate solution of the problem is the adoption of automatic machinery and more practical efficiency in every department.

The pleasure of doing business is increased by having the necessary conveniences, and also by having a high degree of practical efficiency throughout the organization. With business a pleasure, it is always profitable to all from the manager down, and the employees put their hearts and souls into their work. The printing business can be made a pleasure instead of a mad house, as is now so often the case in many plants.

Let each one investigate his own plant. Like charity, improvement should begin at home. By seriously delving into this angle of the problem the bogey that is staring us in the face will vanish.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

### More About the Bonus System.

*To the Editor:* BOSTON, MASSACHUSETTS.

In reading THE INLAND PRINTER I have noted with pleasure a number of articles which have faced certain present day problems squarely, and that is very gratifying, to say the least. I appreciate that all of us do not have the same viewpoint, and that there are two sides to every question. However, when we see statements which we are sure are incorrect, I believe it is a good practice to take issue with them.

The article I now have in mind appeared in the May issue of your magazine, page 226 (Cost and Method department), entitled "The Bonus System of Wage Setting." I should like to cite several paragraphs in order to bring out my contention clearly:

*Paragraph 2.*—You are right in saying that piece work has been tried for many years but with indifferent results and certainly not with anywhere near its maximum possibilities. Your conclusion, however, that it certainly did produce one thing, namely, dissatisfaction to both parties, is too broad, and would be misleading to all except those who know both sides.

Any one who has been working long on labor problems could write a book on the pros and cons of piece work systems, but what the public is interested in is whether, admitting that rates have been set by sheer guess and in many cases are far too low and in others far too high, is it better to work under a piece work system or on a day or week work basis?

Many investigations in all kinds of industries where the piece work rates are not in balance one with another, show that the foreman so divides up the work that on an average neither the employees nor the manufacturer suffer tremendously. Bear in mind that this statement is made with the knowledge that in isolated cases this is not true. If, then, a natural means is employed to equalize the injustices in wage payments, is it not better to have poorly set rates than none at all? An affirmative answer is the well substantiated fact.

*Paragraph 5.*—The description given in this paragraph on bonus plan is correct. The plan as outlined is sometimes called a profit sharing plan, but not a bonus plan, as is generally understood by this term.

The profit sharing plan as practiced in plants has not worked out as a whole as satisfactorily as some other methods of payment. The great trouble, as this paragraph implies, is that the standards which have been set before the profit sharing plan has been made effective have not been set on exact data but by guess of a superintendent or foreman.

*Paragraph 7.*—Your statement in this paragraph that the drawback to all systems of piece work and bonus payments is the temptation of the workman to slight the quality of the work in his attempt to beat the record, and therefore get as much money as possible, and that this necessitates the use of an expensive inspection system, is true. But, it is true no

matter whether piece rates or profit sharing or any other method of payment is used. A minimum amount of inspection is generally required where the work is on "day or week work," but even with this plan some plants must spend considerable money in inspection, or their unit costs would become prohibitive.

*Paragraph 8.*—Your implication that few firms are really on the square is very extreme. Probably the worst feature in the present struggle between labor and capital is that both sides have unclean hands, but this is true only generally speaking, and therefore we feel that your statement is too sweeping.

*Concluding paragraph.*—Your statement that the time has not yet arrived for a general bonus system is absolutely true, not only for the present but for all time. It is a mistaken idea of the mass of people that some one plan will be the panacea for all ills. Every business is different, and as business is composed of individuals each business must be catered to according to its own particular ills.

I trust that the foregoing fragmentary comments will be accepted in the spirit in which they are given. As stated, I feel that your editorials have been very much to the point, and I am sure they will benefit those who read them.

WILLIAM O. LICHTNER.

### As to "Broken Package" Prices.

*To the Editor:* CENTRAL CITY, NEBRASKA.

We understand why "broken package" prices should be charged in the case of ruled headings, envelopes, tags, and similar goods, since the remnant is likely to be of slow sale and more or less "in the way," but should these prices be charged in the case of print paper, standard cardboards (railroads, for instance) and similar goods, in which the printer really has no remnants, but runs them out in a continuous stream, just as the grocer does sugar or potatoes, without any necessity of making his orders and his packages come out even?

F. B.

*Answer.*—The paper merchants are compelled to act in the dual capacity of wholesaler and retailer in order to supply the printer with paper merchandise in the quantities desired. The paper merchants would like to act as wholesalers only, selling in full packages only, at full package, or wholesale, prices, because breaking the original packages for the convenience of the printer entails extra work in the form of counting, resealing or rewinding the merchandise. In addition to this expense there is quite a loss in waste in the way of wrinkled, torn and soiled paper. It is on account of this extra cost in handling that the wholesaler is obliged to have a different order of prices for broken packages.

If there were a place where printers could buy their retail quantities, and the retail dealer could get his supply from the wholesale houses, the retailer so handling the goods would

even then have to charge more for goods sold at retail than the paper merchants are charging on the basis of their broken packages.

There is no broken package price made for ruled headings, envelopes and tags for the reason that paper merchants do not sell them in broken packages, instead selling such stock as a package of ruled headings, a box of envelopes or a box of tags.

If a full package of fifty sheets of railroad board is broken and sold in sheet lots it entails extra counting and repacking or resealing, a number of sheets are soiled, the edges may be damaged or other loss may occur. This accounts for the broken package prices which prevail on this kind of paper.

### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

#### GREAT BRITAIN.

EFFORTS to form a Society of Graphic Arts are actively progressing, under the auspices of several prominent craftsmen.

BOOKBINDERS doing edition work have notified publishers of the necessity of increasing by fifteen per cent the prices for such work.

A MOVEMENT is on foot to amalgamate the various unions in the English printing and kindred trades into one organization. Sixteen of them have declared in favor of the scheme.

IT is intimated that several publishers have in mind the disuse of pictorial paper covers for books, since these now cost 2 to 3 pence each, as against a cost of one-fourth of a penny before the war.

J. GROVES, manager of the bookbindery of one of London's largest printing concerns (Hazell, Watson & Viney), has taken a trip to the United States to buy additional machinery to take care of the increasing productions of that establishment.

BECAUSE of a compositors' strike in Liverpool and Manchester, the morning and evening papers failed to appear on August 31. This is the first time in 112 years that Liverpool had no morning paper and the first time in 50 years that it lacked an evening paper. For the first time in more than three-fourths of a century the Manchester *Guardian* missed an issue.

IN July a new crisis in the trade began when a settlement as to wages agreed to by the executive council of the Typographical Association (of union printers) was repudiated by the Manchester and Liverpool branches, which had asked for a bonus of 10 shillings a week to be added to the rates accepted by the council, and gave notice that they would cease to work overtime if their demand was not granted. Since then there have been several conferences between the representatives of the Master Printers' Federation and the Typographical Association, but according to late cable reports no satisfactory decision has been arrived at.

#### GERMANY.

THE wholesale price of pens was recently raised seventy-five per cent by the pen manufacturers' association.

At the third international fair to be held at Frankfort a. M., on October 3 to 9, books and the book trade will be much in evidence.

ACCORDING to cable reports emanating from Strassburg, in Alsace, sixty-one newspapers have been suppressed in the German territory occupied by the allies' troops.

THE custom of measuring advertisements by millimeters instead of "lines" is gaining ground in newspaper offices. In the Bielefeld district recently twenty-eight papers in nineteen places changed over to the new method.

A LABORATORY for scientific experimentation with colors has been established at Dresden. Special attention will be given to Prof. Wilhelm Ostwald's color theories (mentioned here last month), the idea being to investigate their worth and to extend the investigations started by him.

FOR domestic circulation the German postoffice department permits the use of postal cards measuring 10.7 by 15.7 centimeters (4.2 by 6.2 inches). It is expected that at the next meeting of the International Postal Congress, in Madrid, October 1, a motion will be made to permit the international use of cards of this size.

#### FRANCE.

AT a recent auction sale of almanacs published in the eighteenth and nineteenth centuries, the "Almanach Icologique" (of 1765 to 1781) sold at 4,000 francs; the "Pyramide de Neige" (an almanac for 1785) brought 1,000 francs, and the "Ornement de la Toilette" (an almanac for 1788), with illustrations *très déshabillées* (very naked) was bid in for 1,230 francs.

A PECULIAR coincidence happening in the war is noted. In 1918, when a German trench was captured at Pontmiett near Bellecourt, an English soldier found therein an illustrated book treating of a certain Spanish grass suitable for paper-making. The pages were annotated with opinions expressed by an evidently experienced technician in the production of paper. As it happened, the soldier who found the volume was likewise a paper expert.

THE price of print paper for the daily press in Paris was recently raised from 165 to 185 francs per 100 kilograms. This is the factory price, to which must be added delivery and other expenses, so that the cost to the printer customer is about 200 francs per 100 kilograms, as compared with the prewar price of 30 francs. This means that in four page paper (sold to the newsdealers at 6 centimes) there are 6 centimes worth of paper.

#### AUSTRALIA.

MEMBERS of the typographical union at Fremantle recently petitioned the employers to be allowed to work only five days a week. The master printers agreed to the request, provided that, should necessity arise, the men would work on Saturday mornings at the usual overtime rate. Fremantle is said to be the first town in Australia to concede a five day week to the printer. The report fails to state the number of hours worked under this plan.

#### SWITZERLAND.

THIS country is blessed in that billboards along railways are no longer permitted, it being held that they disfigure the scenery. On account of the large number of tourists who visit Switzerland, railway guides, time tables and local directories have proved popular mediums of advertising. They are doubtless more effective.

#### INDIA.

THE Poona Press Owners' Association is an institution for training students in composing, printing, binding and kindred arts. It began operations last January. The scarcity of skilled typographical labor has brought about the combination of the efforts of all concerned to start this institution.

#### ARGENTINE.

THE governor of the province of Cordoba has addressed a message to the Argentine Congress proposing the granting of pensions to journalists after twenty-five years' work.

#### RUSSIA.

IT is reported that the official organ of the Soviets, the *Istwestija*, a journal which appears in Moscow, issues daily nearly two million copies.

## BIOGRAPHY OF CHRISTOPHER PLANTIN.

BY HENRY LEWIS BULLEN.

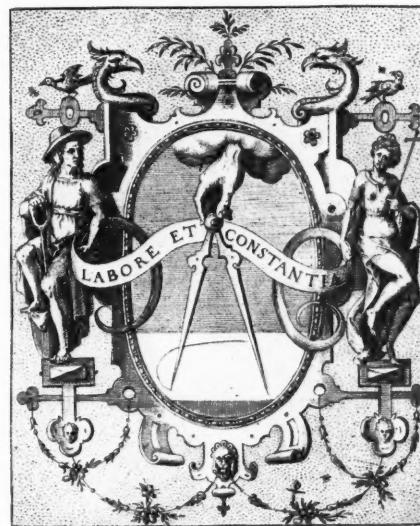


HOUGH the intimate data for a life of Plantin are more abundant than those left by any other printer (Franklin excepted), very little about him has been published in English. The books of account, pay rolls, inventories, correspondence, apparatus, implements, library and the art treasures of Plantin have been preserved for us with a carefulness seldom met with in families other than the so called royal or hereditary aristocratic. Although of humble birth, Plantin seems at all times to have held the thought that he had to account for himself to posterity. We owe to his forethought that greatest memorial of our art, *Le Musee Plantin-Moretus*, in Antwerp, in the spacious home and workshops which he acquired in the year 1566, and in which his descendants continued to live and print until the year 1876, when Edouard Joseph Moretus, lineal descendant of Plantin of the eighth generation, sold the property to the city of Antwerp for the sum of \$250,000, to be preserved as a museum forever. Here we have the veritable printing presses and printing, typefounding and bookbinding equipments and appliances, and library and furniture of a printing house as it existed in the sixteenth and seventeenth centuries, with family portraits and busts done by the more notable contemporary artists, in the palatial and artistic mansion and workshops of a dynasty of proud and wealthy printers of the olden times, when printing was an occupation highly honored and well rewarded.

Plantin was born in the village of Saint Avertin, one league from the city of Tours in the province of Touraine in France. The year of his birth is not known. His best contemporary portrait, a copperplate by Wierix, and his tombstone give 1514 as his birth year. Plantin himself was uncertain of the date, and at various times gave various years. His son-in-law disputed the date on the tombstone, declaring 1519 to be the year. In France and Belgium 1520 has been accepted as the date, and in those countries the printers are this year celebrating the fourth centennial of his birth. The place of his birth is also in dispute and likewise his parentage. Recently discovered documents prove that his mother died while he was an infant, and that his father was a humble assistant to an almoner or custodian of the revenues of the church, residing with the high ecclesiast and having with him his son, who in association with nephews of the almoner, there acquired a good education. This is all that has been learned of Plantin's boyhood, except that he was apprenticed to a printer in the city of Caen. There he married Jeanne Riviere, probably in 1546, as his eldest daughter was born in 1547. The first positive date we have is 1548, in which year he arrived in Paris. Supposing him to have been born in 1520, he could not have completed his apprenticeship until he was of age in 1541.

He continued as a journeyman until 1549, when he went to Antwerp and opened a little shop in which he bound books and made ornamented boxes for holding jewelry and other luxurious objects, while his wife sold lingerie and laces. His shop was in the quarter where the printing and allied craftsmen worked near each other. He applied for citizenship as a first step toward admission to the printers' guild, but according to the guild law he could not be accepted as a master and employing printer until six years had elapsed. Thus his first printing in Antwerp was not done until, in 1555, he issued a little book now on the desk as we write, unpretentious but workmanlike, copies of which are treasured by those who take pride in associations which have brought honor to printing.

Antwerp, at the time of Plantin's entry, was the rival of Venice, Lyons, Paris and London in arts as well as in trade. It was an important printing center and the chief city of the Netherlands, then including Belgium and Holland, the freest, happiest, most prosperous country in Christendom, as those know who have read the introduction to that splendid and fascinating story, Motley's "History of the Rise of the Dutch Republic." Enjoying a great measure of independence, the Netherlands in 1549 was a part of the Holy Roman Empire, governed by the Hapsburgs of Austria. In 1549 the Emperor Charles V. annexed the Netherlands to the Spanish



Printer Mark of Christopher Plantin.

kingdom. In 1555 he handed the Netherlands to his son, Philip II. A majority of the Netherlands were Protestants. Philip prohibited the Protestant worship and set up an Inquisition, and thus began a struggle which eventually involved the country in a war which commenced with the Duke of Alva's arrival in 1567 and continued intermittently until the victory and truce in 1600. Holland achieved its independence, but Belgium, including Antwerp, remained in the power of Spain. In 1585 Antwerp surrendered after a horrible siege of fourteen months. Before that, in 1576, the Spanish soldiers plundered the city, putting over eight thousand citizens to death. As Plantin died in 1589, it can not be said that he conducted his business under the best of conditions.

In 1562 we find data with which to appraise the progress of Plantin. He was a Calvinist, but not a very strenuous one. In 1562 some of his books were suspected of being heretical. He deemed it advisable to evade possible punishment by flight. His plant was seized, but his creditors were influential enough to induce the Government to hand it to them. They were friendly creditors. The plant was sold at auction. The inventory showed, among other items, 7,656 pounds of types and eight printing presses. The proceeds were equivalent to \$10,000, leaving Plantin a balance of \$2,500 above his debts and expenses. In 1563 he returned and started again with one second hand printing press. Four wealthy friends came to his assistance and he quickly reestablished himself. After that experience he was more careful. He did not change his opinions; he was several times cautioned; but he eventually gained the favor of the king, and had a profitable business in printing breviaries, books of hours, Bibles and the like under royal license. His descendants became loyal Catholics, and in the eighteenth and nineteenth centuries the house derived almost its entire revenue from church publications.

Four years after the issue of his first book Plantin had gained the reputation of doing the finest printing in the Netherlands. In 1570 his house was appointed Architypographi Regii by the king, and he was made licensor of printers. He published the first Flemish dictionary, planning the work and writing some of it before he found it wiser to employ men more learned to complete the work. Lipsius, the most learned man of his age, was proofreader and editor to Plantin and for many years a resident in his house. Another proofreader was François Raphelengius, a young man well versed in Hebrew, Chaldean, Greek and Latin, who eventually married Plantin's eldest daughter and became manager of Plantin's

types from purchased punches and matrices. He was a constant buyer from various persons in and near Antwerp who carried on typefounding in their homes (making it a family occupation), in the manner of those times, a custom in typefounding which was prevalent in Germany until the latter quarter of the last century. In 1567 he issued a specimen book, the "Index sive Characterum Christophori Plantini," showing forty-five type faces. In 1575 his inventory lists seventy-five type faces and seven kinds of music types, weighing 38,321 pounds. A later inventory lists ninety-five type faces weighing 44,605 pounds, 5,952 wood cut initials, illustrations and decorative pieces, and 1,192 copperplate engravings. A large proportion of these originals have been preserved.

Between 1563, when he resumed business with one printing press, and 1570, Plantin purchased five presses. In 1573 he was using fifteen presses; in 1576 twenty-three, with three more on order. In that year in the sack of Antwerp, known in history as the "Spanish Fury," the Spanish soldiery destroyed his presses, but he resumed with only one. (What might not this indefatigable printer have achieved if only he had worked in a peaceful period?) Under the most discouraging conditions he produced a great succession of elaborately illustrated scientific and historical books, while issuing the commoner almanacs, school books, and prayer books. At the height of his prosperity he employed one hundred and sixty workmen, most of them being piece workers. He had many books printed in plants that were established by his erstwhile apprentices.

Plantin's family consisted of five daughters, who, with his wife, survived him, and one son who died at the age of eleven years. Three daughters married printers, and two married merchants. The portraits of Plantin and his family painted by Rubens are among the choicest of Antwerp's art treasures. Plantin made two wills. In the first he left his property, after his wife's death, to his five daughters equally, with careful provision for the perpetuation of the business under his name in the *Maison Plantin*. In his final will he left his entire estate to Jean Moretus, with whom he probably had an agreement providing for the other heirs. Doubtless the perpetuation of his business was the dominant thought with Plantin. His first will contained a provision for overcoming any disagreements among the heirs. Plantin achieved his purpose. Jean Moretus, his beloved son-in-law, took full control of the business and carried it forward during a succession of peaceful years, with great success typographically and financially. Plantin's prosperity had been affected by the frightful war which raged during the last years of his life, nevertheless his estate was valued at the equivalent of \$250,000 of our money. Jean Moretus I. divided this estate among the other heirs, by purchasing their interests. Raphelengius took over the printing house at Leyden, and bequeathed it to his son. Jean Moretus I. proved to be a second Plantin in character, sentiment and ability. He left the printing house, at his death in 1610, to his sons, Balthazar I. (1574-1641) and Joannes II. (1576-1618). Fortunately they and their successors venerated the memory of Plantin, so that as each made his will he inserted in it the clause formulated by Jean Moretus I. in compliance with the strong desire of Plantin, directing that the house of Plantin and everything contained therein should not be diverted from its original use or be dispersed, and that the business in each generation should be managed by the most capable among the heirs. This clause created what was in effect an entailed estate, which the inheritors delighted in and beautified and enriched from generation to generation in the spirit of its great founder, masterful in death as in life.

What better monument could any man desire than to have his home and workshop become a shrine from age to age of the powerful art which Plantin adored and glorified!

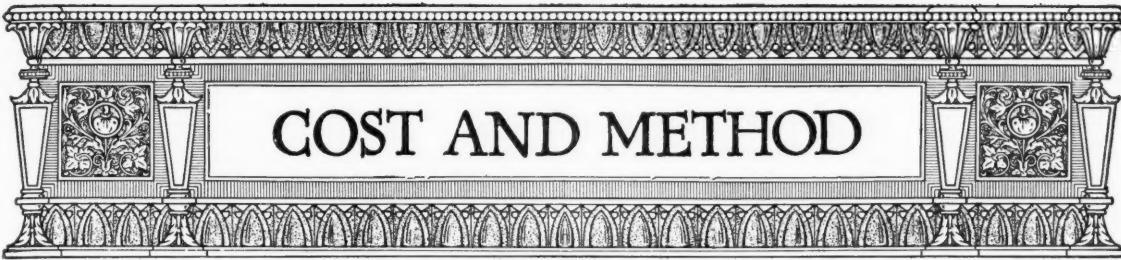


Portrait Gallery in the Plantin-Moretus Museum.

In this room, expressive of the grandeur associated with the Plantins, are many of the best portraits by Rubens, some fine specimens of Delft porcelain, and many valuable vellum manuscripts.

printing house in Leyden. Plantin published a Bible in five languages in parallel columns, and employed on it a notable group of theologians, philologists and translators. It is marvelously accurate as well as a monument of magnificent typography. He excelled all his contemporaries in every country in the volume of his product of books on science, botany, medicine, geography, law and history. His house became a veritable university in which all human knowledge was cultivated. He subsidized authors. The more talented artists of the day designed the wood cuts and copperplates which he used lavishly, and an entire school of engravers cut them. He established a sales room in Paris and a second printing house in Leyden. His apprentices, many of them, distinguished themselves as master printers. The prefaces of not a few of his books, written by himself, evidence his great pride in his work. In the preface of his first book he referred to it as "the first blossom of the flower of his printing press." Of all the civilian population of the Netherlands none excelled Plantin in influence and reputation.

In 1563 he added the typefounding department still to be seen in the *Maison Plantin*. He bought punches and matrices from Garamond and Le Bé of Paris and Granjon of Lyons. His contracts and accounts with these famous typefounders have been preserved. He does not appear to have used his typefoundry for any purpose other than casting



## COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

### Cost and Method.

An inquisitive printer wants to know why this department of **THE INLAND PRINTER** is called the "Cost and Method Department," and as it gives us a chance to say several pertinent (not impertinent) things about the ways of printers we are going to answer him here.

Though not generally so recognized, cost is largely a matter of method in the printing plant. The plant without system and method in its management is always the one with a high cost. Its owner or manager may try to make himself believe that he has a low hour cost or that his selling costs are wonderfully small, or possibly that he saves a large sum by doing his own selling, or some other equally foolish thing; but the facts are, as they have always been, that such a plant with its lack of system can not produce the finished goods as cheaply, quality for quality, as the plant methodically managed and governed by a standard cost system. In fact, more often than not it can not produce a quality product.

This department was christened the "Cost and Method Department" to emphasize the point that its principal endeavor would be to bring to the notice of its readers the advantages of systematic endeavor to attain efficiency in shop and office management, particularly pointing out those which have a tendency to reduce costs. It also aims to familiarize our readers with the importance of keeping accurate records of the cost of manufacture and selling in the printing business, that they may not be misled by wild claims of unscrupulous buyers of printing.

As printers are very chary of giving new competitors the advice that their experience fits them to impart, and as there are always a number of ambitious young printers going into business for themselves, it would seem that the necessity for the "Cost and Method Department" is not likely to grow less, but rather greater as the years go by.

Then, again, we sometimes feel that it is not only the new printers who need assistance and inspiration to become methodical. Just recently we heard a printer of many years' experience remark: "You can't expect a good printer to be tied down by a lot of red tape; he is too much of an artist and is too temperamental." Well, perhaps he is, but unless he learns how to use that same red tape to control his temperament he is apt to meet the fate of the traditional artist and live from hand to mouth. No, the modern commercial artist is no exception. Unless he conforms to the rules of the game and produces the kind of art the people want to buy he will find the picking rather poor.

Yes, we do repeat a lot of primitive stuff that every printer ought to know; but we do it because a great many show by their letters to the editor that they do not know. And as we said above there is always that large company of young printers who are striving to gain a correct knowledge of the craft and its intricacies and beauties, that they may

be able to take our places when you and I have to pass on and receive the reward for the good things that we have done here.

The editor of this department is neither a walking encyclopedia nor a wizard, but he knows the printing business from practical experience and has been engaged in it long enough to realize the value of method and its true relation to cost; besides he knows where to hunt for the things that he does not know. Therefore, we want our readers to send in their problems for answer in this column, as it is quite certain that if you have a question to ask there will be many others who will be interested in the answer.

### Cutting Out the Lates.

Many printers have experienced difficulty on account of a limited number of their employees coming in late in the morning or at the noon hour. Perhaps no one employee is a very flagrant offender in this respect, but the aggregate is quite annoying, particularly when the late comer is holding back the work of others whom he must assist or whose work depends upon his.

Here is a successful remedy applied by a large printing plant after having exhausted the patience of the management with strict rules, fines, holding out until a certain hour, etc.

A meeting of the foremen of the various departments was called and the situation was carefully explained to them, emphasis being laid upon the fact that they suffered with the firm through the decrease of efficiency in the departments. Then it was put up to each of them to eliminate the "lates" in his own department.

Two weeks passed and the lates had only dropped about twenty per cent, and another meeting of foremen was called, at which they were told that all rules regarding fines and docking for lates were suspended and that each foreman was to be held responsible for the lates in his department; that the department showing the greatest improvement in this respect at the end of a month would entitle its foreman to a prize of ten dollars in cash, and that each employee of the department showing one hundred per cent promptness for three months would be entitled to a half day holiday with pay, or its equivalent in cash according to his wages, as he might elect.

Some of the foremen laughed at the matter as a good joke, one took it as asking too much to make him responsible for every one in the department, and all said it would not work; but the arrangement went into effect on the first of the month. The first month the job pressroom, which had been the biggest offender, earned the ten dollars for its foreman by making a fifty per cent improvement. At the end of the first three months the number of lates in the whole plant was less than ten per cent of what it was before, and at the close of the third month the bindery, which had been a close

second for excessive tardiness, won the prize, and the whole plant had reached the point where there were only fifteen lates for the month among one hundred and twenty employees.

It was not until the end of the fifth month that any department made the one hundred per cent for three months.

The foremen are now complaining that there is no chance to make the money prize, but the quarterly half holiday has become an institution. As each employee gets his when he wants it and there are a few who prefer the cash instead, there is really no interference with the routine of the shop.

Another advantage not thought of when the system was installed is the fact that there has been a gain of about fifteen minutes a day in the productive time in the pressroom through having every one ready to start on time and eliminating the necessity of waiting for Tom, Bill, or George to come in and do his part.

The manager of this plant recently remarked that this plan, which he had tried in desperation, and without any great hopes of success, was paying big profits on the cost of the prizes.

#### The Cost of Ink.

"The various printers' organizations publish tables giving the amounts of ink that should be estimated on for different sized sheets and kinds of paper; but no one seems to have given a method whereby it is possible to check up the amount of ink actually used on the job so as to know whether the estimate was correct," writes a reader who seems to be up against a dispute regarding the cost of ink in his plant.

He goes on to state that he knows just how much ink he uses in a year and the proportion it bears to the total costs. He also knows that he at times buys certain amounts of special inks for certain jobs, but he desires a more accurate return of the amount used in the actual printing.

For his information and that of our other readers we can say that the basic tables for quantities of ink used in the United Typothetae Price Book were figured out from the actual records of thousands of jobs and may be depended upon as very nearly correct. In estimating by them, therefore, printers are not likely to be very far out on black ink jobs. With colored inks it is different, as the same apparent color may be mixed from different pigments, some of which are light and others very heavy—a pound of one covering twice or three times as many square inches of printed surface as another. Therefore, figuring on colored inks is largely a guess, unless you are considering an ink that you have used before and of the covering power of which you have a record. This is not the fault of the inkmaker, but simply an inherent quality of the material he must use.

In a plant where the workmen have been educated as to the value of the cost system to them, and the necessity of accuracy, there should be no trouble in getting a correct record of the amount of ink used. But right here comes one of the troubles of our friend. He has overlooked the fact that ink once taken out of the can and put into the fountain is used ink, even though there may be several pounds of it in the fountain when the job is finished. It is likely to be damaged with dirt and fuzz from the paper and the dust in the air; or it may have been doped to make it work better; but it certainly is not the same as it was when taken out of the new can. Such ink should be set aside for some job where it may be used, but in no case should it be put back in the original can. If there is too much of it, that is an evidence of poor judgment on the part of the pressman, who should aim to have in the fountain at the close of the job the smallest amount of ink that will feed to the ductor evenly.

If you have purchased fifty pounds of ink for a certain job and forty-five pounds have been put into the fountain, then that job has used forty-five pounds of ink, notwithstanding the fact that forty would have been enough had the pressman used proper judgment in handling the ink. You may have estimated on forty pounds or you may have figured for fifty, but the amount of ink put into the fountain is the amount used, even though you may possibly not be able to charge for it.

What about the ink left over? That is damaged material, and while it still has a value and should not be used upon another order without being charged, it is practically second hand goods. A record should be kept of it, and it should be returned to the stock room to be issued at the proper time for other work.

Charging twice for the same goods? Not at all. The cost of handling and storing the remnant, added to the reduced value of the ink, will often really amount to more than the cost of the grade of ink for which it must be used to close it out.

Now, to get down to details, the best method of keeping track of the ink used is to see that all ink purchased goes through the hands of the storeroom man and is issued only as needed from day to day on requisitions from the foremen of the pressrooms, who will give the number of the job for which it is to be used and the quantity needed for the job for that day. The stock man will keep records of the ink issued for each job number and report to the office the total amount, less that returned to him in unopened original packages when the job is finished. This will give the office accurate figures on the amount of ink used for each job, and enable the charge clerk to make the proper entry on the cost sheet.

There will be many small jobs requiring less than a pound of ink for which records can not be kept for black ink, and the pressman will have to enter the approximate amount on the job ticket; but with colored inks it is possible to keep tab down to quarter pounds by getting a part of the supply in tubes of one-quarter of a pound.

The amount of salvage from the larger jobs will in most cases barely cover the losses on the jobs where the pressman underestimates the amount used on small jobs, and the loss by drying and deterioration in open cans in the jobroom. Of course it is possible to reduce this to the minimum by having an accurate scale in the pressroom and weighing the can before the job is started and after the last portion is taken out, the difference being the amount used. With high priced inks this is worth considering. In such cases the loss will still be greater than is usually believed possible, by reason of drying and skimming, and chemical deterioration.

These suggestions show that it is possible to obtain a correct record of the amount of ink used on every job requiring a weighable amount, though to do so requires earnest effort on the part of every one handling the job and the records of it, and that it is possible to carry the matter so far that the clerical and other work will more than offset the advantage of knowing just how much ink is used.

We believe in accurate and detailed cost keeping, and the various cost systems provide for the recording of the amount of ink used, but none of them go into such close detail as our friend evidently feels that he wants.

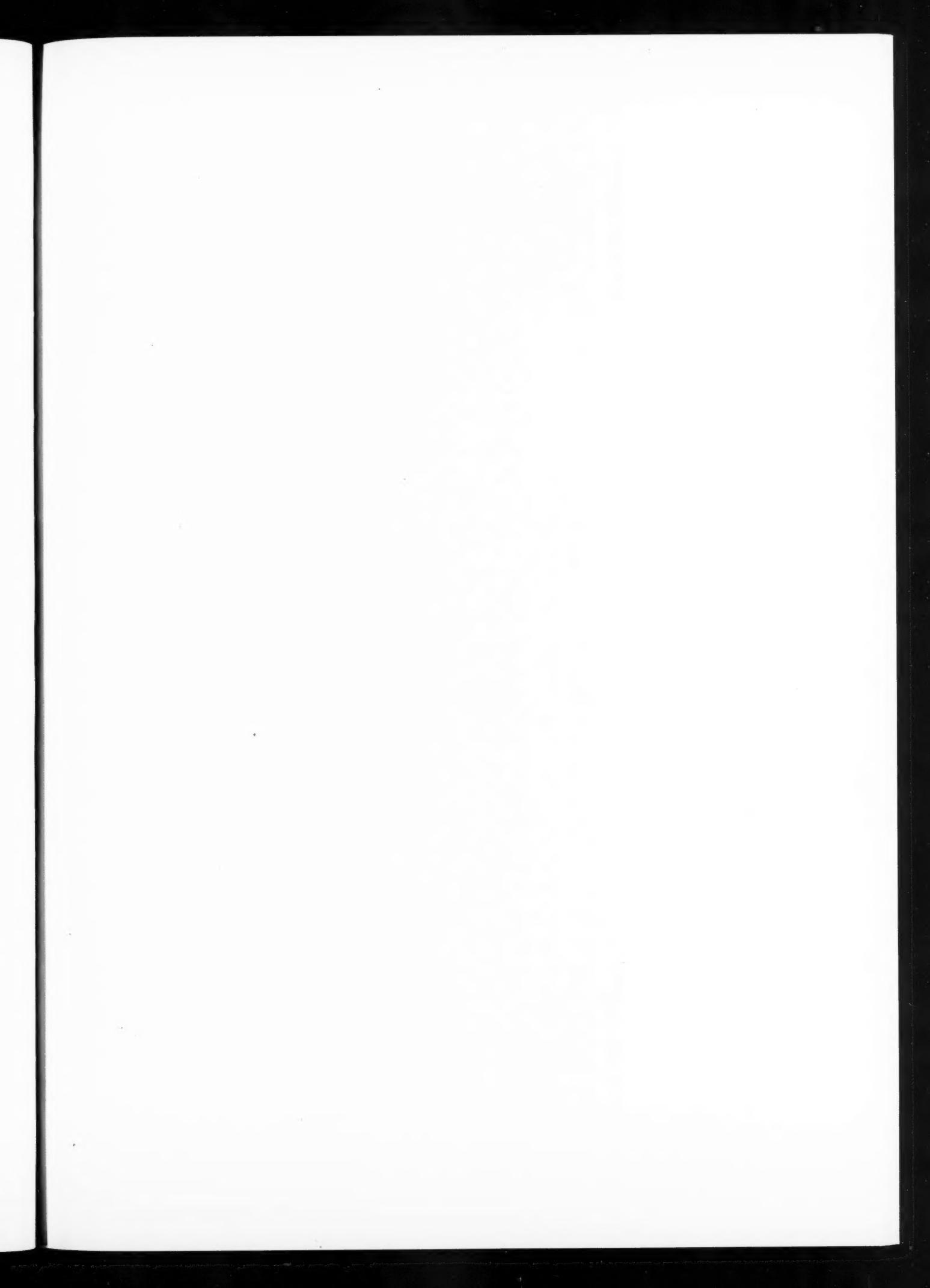
#### PRINTER SUGGESTIONS.

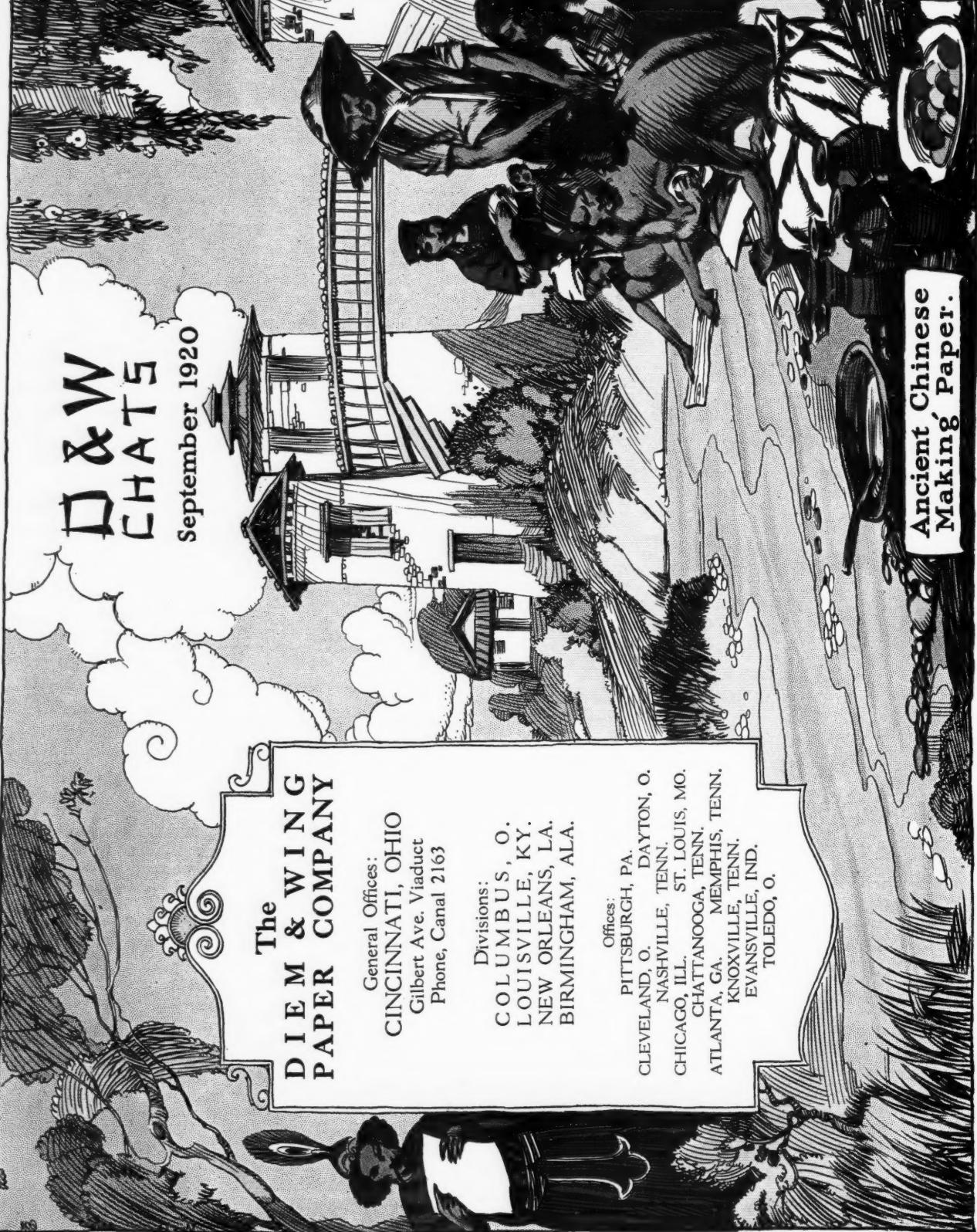
Do you take as much pains to hold a new patron as you do to hold a new baby—providing, of course, that you hold an undivided half interest in the baby?

Do your promises weigh a ton? Are they as certain as the sunset, as clear as crystal? Do your patrons always rate them above par?

Alas for the printer who can finish a job and a patron at the same time.

What kind of a press does the average printer long for? A press o'work.—George W. Tuttle.





# D & W CHAT 5

September 1920

## The DIEDEM & WINING PAPER COMPANY

### General Offices:

CINCINNATI, OHIO  
Gilbert Ave. Viaduct  
Phone, Canal 2163

### Divisions:

COLUMBUS, O.  
LOUISVILLE, KY.  
NEW ORLEANS, LA.  
BIRMINGHAM, ALA.

### Offices:

PITTSBURGH, PA.  
CLEVELAND, O.  
NASHVILLE, TENN.  
CHICAGO, ILL.  
ST. LOUIS, MO.  
CHATTANOOGA, TENN.  
ATLANTA, GA.  
MEMPHIS, TENN.  
KNOXVILLE, TENN.  
EVANSVILLE, IND.  
TOLEDO, O.

**Ancient Chinese  
Making' Paper.**

An attractive and appropriate house-organ cover (front and back) issued by The Diegem & Wining Paper Company, of Cincinnati, Ohio. This is one of a series of designs portraying the history of paper-making from its infancy up to the first paper mill in America.

## JOHN SMITH'S BOOKKEEPING.\*

NO. 10.—BY R. T. PORTE.

Synopsis of preceding stories.—Having put in a combination cash book journal, loose leaf ledger, new subscription cards, as well as improving the arrangement of the printing office, John Smith discovers that there are such things as expenses in running the *Bladon Banner*, of which he has just acquired a half interest. Jefferson Bell, the editor, having never kept any account of expenses, or of anything else, looks upon the bookkeeping as a waste of time, but gradually becomes interested in it. Mamie keeps the books, with the help of the cashier of the bank, while Mrs. Bell and the cashier's sister are interested spectators of what is going on. "Mac," the salesman for the supply house, becomes interested in John Smith's problem, and to him Smith turns in his dilemma as to the amount of expenses, as told last month.

## Losses.



Ec can now tear off several months from the calendar of the year, bid Christmas good cheer, say "hello" to the year 1912, and feel the air of the spring time, and finally early summer or late spring, as we wish. It is the middle of June, and we can take a peek through the open door of the shop of the *Bladon Banner* and see what is going on. Our old friends are all there — John, Mamie and Jefferson Bell — but four more are busily at work, the job presses are going at top speed, and John and another man are working at the cases. Something must have happened? We look again, and then as we turn away we notice a man coming up the street with a confident swing to his step.

"What's all the business? You certainly have put on some speed here. Must be making a lot of money to keep this bunch paid off. Wear out the type and presses as fast as you want to — we have lots more for sale. Guess you are too busy to talk to me now, see you after supper, John. Guess I will have to talk to Mr. Bell a minute."

"I am always glad to see you, Mac," Bell said in his slow manner. "Some way you bring in an air of vigor and a spirit of refreshment, and we all feel better for your coming — even if it usually costs us money."

"Say, Mr. Bell, you said a whole lot that time. Thanks for the kind words, and thanks for the order later. You fellows must be getting a lot of business."

"Yes, we are very busy," Bell replied. "John thought that with the machinery we had we could do a lot more work, so he began to send out circulars and solicit job printing in the neighboring towns, and we have a lot of printing from all over the county, even some from Columbus. You know John is a good printer, and the buyers of printing seem anxious to have us do their work. We finished a big catalogue for the machine company at Blayton, and they seem very much pleased with it and have sent us a lot more work."

"I heard from some of the other printers in the county you were after the work, and was just wondering how you were coming along — and so were they."

"Just what do you mean, Mac?"

"Oh, I don't know, but the other printers seem to think you are doing a lot of printing at prices they don't want to do it for. But, I guess John knows what he is doing."

"Well, Mac," Mr. Bell said hesitatingly, "I am not so sure, and I don't blame Smith altogether. We are doing a lot of work, but some way John doesn't seem to be satisfied! I don't understand this profit and loss, expense, costs, unfinished work, and a lot of other things that John is continually talking about. I know he is working too hard, and seemingly we have no more money than before. I don't just understand all about this bookkeeping matter, but perhaps John will be able to tell you more about it. John has a lot of confidence in you, and said yesterday he wished you would soon show up, as he wanted to talk some things over with you."

Mac pulled up a chair and sat puffing at his cigar, and though it might appear that he was not taking note of a single thing going on in the office, yet as a matter of fact he was taking a very careful and complete survey of the situation, and turning over in his mind just what was going on. Oh, that publishers and printers over the country would just let the "Mac" that calls on them tell them just what is the matter with their business, instead of refusing to profit by the fresh outlook of the man on the outside! But the "Macs" know well enough not to give advice when it is not asked for, and while they see a business going to wreck, they must, through the ethics of their profession, keep a still mouth, except to the "head of the house," who begins to watch very closely the account of the concern which is under suspicion.

John Smith was not one of the kind who thought he knew it all, but was ready to listen to the advice of the other fellow once in a while. In fact, listening to the advice of the other fellow was the cause of the increase in business and the awakening of the print shop to life.

The day's work at an end, John and Mac go out for supper, then back to the printing office, where they talk over the business.

"Well, John," Mac started in, "it doesn't look as though you have cut down any expenses. The last time I was here you were worrying about them and now you must have a bunch more. Why all the business and the expenses?"

"That is just what I want to talk to you about," said John as he went to Mamie's desk, took out a sheet of paper and laid it before Mac.

"Say, what is all this anyway?" Mac finally asked. "Here you have the months of November, December, January, February, March, April and May, with a lot of figures under each. Explain, John, I am no mind reader, nor am I good at puzzles. What is this one here? Under November it says, total business, \$452.35; merchandise used, \$131.14; expenses, \$316.04; profit, \$5.15; depreciation, \$38.29; interest, \$22.97; actual loss, \$56.11. Why the profit and then the loss?"

"It means," Smith replied, "that if I didn't figure anything for the wear and tear on the machinery, or any interest on the money we have invested, that we made the sum of \$5.15 in the month of November, over and above our salaries. But, if I figured depreciation and interest, we lost \$56.11. Look at December."

"Total business, \$684.15. That is a gain of almost fifty per cent. Pretty good."

"Yes, I got out a special Christmas edition, and got a lot of advertising. Hired a printer to help out, and Mamie and I worked nights to get out the edition. Bell also worked nights, so I charged to expense the overtime for all of us and the cost of the extra printer. Couldn't see where working overtime would make us a profit unless we were paid for it, so counted it as salary. Now read the rest of it."

"Hum! Expenses, \$448.46; paper, \$227.36; profit, \$8.33. Not much profit. Did you count in your interest, and what's that other — oh yes, depreciation?"

"That's the worst of it, neither of those is in the expenses, although I did put in the extra pay we were all entitled to. Now look at January."

"Business, \$534.17; expenses, \$406.38; paper, \$132.16; loss, \$4.37. How about that?"

"When we got out the Christmas edition the office was in bad shape with a lot of type standing and an accumulation of jobwork, so I had to keep the printer. I talked with the cashier about the loss each month, and he said that we were not doing business enough, and he was the one who suggested the Christmas edition. He had seen one put out last year by another paper, and he thought we could make some money on one. Just then in dropped the printer looking for work, and so we went at it. Several of our advertisers are now

\*Copyright, 1920, by R. T. Porte.

kicking and want to pull out some of their ads. because they spent so much on the Christmas edition.

"After we got that out we talked the matter over, and I showed him the expense account for December. After going over it he showed me where the expense of the printer was but little more, and that with the other expenses the same, we could do twice the amount of jobwork we were doing and make some money, and get the expense account so we could include the interest and depreciation, yet show a profit."

"This is getting interesting, John. Go ahead with the rest of the story, without these everlasting figures of yours."

"No, look them over, and tell me what you think of them."

"Think! I simply can't think. Every month you show more business, and yet the expenses keep coming on right up all the time, and while the profits are just a little larger each month, yet they are not enough to cover the interest and depreciation. What did you do, raise salaries, or what?"

"Well, here is what happened, as far as I can see it now. What the end will be, I don't know. When we got the printer to stay, I found that with the increased jobwork I did not have time enough to run the presses, so I hired a boy to feed one of the presses while I did something else and worked on the paper. I guess I was careless, and did not read the proofs well, but anyway we spoiled a job with \$60 worth of paper, and had to do it all over, and work nights too. That taught me a lesson, so I got a girl to do folding and work on the presses, and I took more time for proofreading and other things, such as cutting stock and looking after details."

"Say, where did you get all this work, that's what I want to know."

"The cashier put me wise to a scheme, and I printed up some samples of letterheads and things with prices on them, and sent out some blotters to nearby towns soliciting work. I got a few orders, but the best result was the receipt of a request for prices from the Blayton Machinery Company. The cashier said he knew the president, so he wrote a letter saying we could do a lot of his work and perhaps save him money, as our expenses were light, and asked him to give us a chance. We got a lot of forms to figure on, and by combining some of them and finding out that some were reprinted every few months, I figured the prices right, and the boy feeding the press made the presswork low. The president was so pleased that he sent us most of his orders, saying if we could do as well by him in the future we could get a chance at all his printing, which was a big item each month."

"We went to work on the printing, and it was all right except for one thing, which was unfortunate, and will never happen again. On one job I forgot to look on the back, and did not figure on printing both sides. The sample was printed on both sides, so I had to do it. On another job I figured only half enough stock, and it cost \$32.14 more for the stock than I figured. I will be more careful in the future, but it occurred on another job for the same people. We started in to print it and found we had only half enough paper, and had to have the rest sent by express."

"These things account for some of the losses. But we got a chance to print one of their small catalogues, and the printer said he had done that kind of work, and we could get the type set on machines in Columbus, make up the forms here and print the job on the cylinder. We spent two days figuring the job and getting prices on the typesetting. The president of the machinery company said we were a bit high, but if we cut the price \$35 we could have the order."

"I didn't want to do it, but the printer and the cashier talked me into it by saying it would be a big ad. for us, and our expenses would be just about the same anyway, and we would make all above the cost of the paper and the typesetting. So I cut the price, and the president said he was very glad I did so, as he really wanted to give me the job."

"It took just about twice as long to do the job as I thought, and we had to borrow some money from the bank to pay for the paper and the typesetting before we finished the book and could get our money—and pay them interest. They made a lot of changes which ran up the cost of the typesetting, and then they refused to pay for the extras, saying they were giving us a lot of work and it took only a short time to make them anyway, also they never had to pay for such things from any other printer."

"I was terribly surprised when I finished adding up the expenses for May and found we had lost \$106.15, even with the catalogue and all the jobwork figured in. Of course the other months showed a loss because we were working on the catalogue."

"I don't know what to make of it all. Guess the darn printing business is no good. I sometimes wish I had never gone into it. I first worked for Bell, and had a dickens of a time getting my money from him, and then when I took a half ownership I found the business losing money and not even paying interest on the money invested. Then I have a chance to increase the business, get out a special advertising number of the *Banner* with a lot of advertisements, get out a catalogue, work harder than I ever did before, draw no more money, and yet the confounded bookkeeping system shows that the expenses are greater than the gross profits."

"The cashier and I have fought over this until we hardly speak any more. In one breath he says our expenses are too much, and then in the next he says we are not doing enough business and that we should go out and get more. I do. I send out circulars, go over to Blayton and get a lot of work, work harder than ever, and yet Mamie and her cash book journal show a loss."

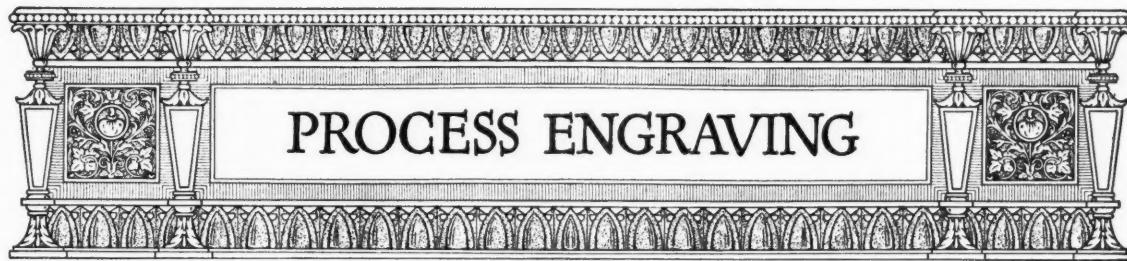
"Gee, gosh," Mac exclaimed, "to think of so much trouble in a set of figures. John, that's what you get for wanting to have figures on everything. The happy printers I know of are those that have no books, never know how much business they are doing, send in checks to pay their bills, and then have the banks telephone them to come over with some cash or they will have to protest the checks. Now, Jefferson Bell was happy for years, until the bank came in and wanted money and you wanted your money. Then you framed it up to take a half interest in the shop with all the troubles connected with it and go into business with him. What's the answer, John? Can you give it?"

"No, I can't and that's what is worrying me. The books are right. We are losing money. Yet we are doing more business than ever, and each month the loss is larger. We manage to get by because we are only drawing our salaries, but every time I think of the money invested in this plant, and that we are not getting a cent return, when I could still be drawing good wages and the bank or somebody else only too glad to pay me good interest on my money, it makes me sore. I have saved for years, kept track of every cent, and worked hard, and so has Jefferson Bell, yet all we get out of it is the wages we would pay any printer to work for us. To hell with the printing business."

"And you only six months or so in it, and ready to say such naughty things about it. John, I'm ashamed of you!"

"Well, if you're so smart and think the printing business is all right, just go ahead and tell me how to make a profit in this business."

"Not tonight, John, not tonight! Let's go over and shoot a few games of pool, and then go to bed. Tomorrow is Sunday and we will come down to the office and talk this thing all over. John, you are a good fellow, even though you worry about figures, and a lot of mean things said about you by printers in the county and in Blayton can be taken back. But, don't worry. I'll spot you ten points and beat you. What do you say?"



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

#### Collodion Color and Bath Acidity.

W. B. Hyslop says in the *Process Photogram* that the color of the collodion, which indicates the amount of free iodin present, should bear a definite proportion (relation) to the acidity of the silver bath, as the one may be used in place of the other. For instance, perfectly clear negatives may be produced either with a colorless collodion and a strong acid bath, or with a very red collodion and a bath which is perfectly neutral. The ideal combination is of course a pale yellow collodion and a bath just sufficiently acid to insure clear working.

#### International Photoengravers' Union of North America Elects Officers.

At the twenty-first annual convention of the International Photoengravers' Union of North America, held recently in Pittsburgh, the following officers were elected for the coming year: President, Matthew Woll; first vice-president, Theodore Greifzu; second vice-president, John F. Maguire; third vice-president, Charles H. Horrocks; secretary-treasurer, Henry F. Schmal; associate editors of *The American Photo-Engraver*, Albert Armitage, Joseph J. Derse and Victor Koehler.

#### Brulegravure.

Miss M. Reynolds, Palisades, New Jersey, wants to know how a "brulegravure" print is made. She saw one on exhibition.

*Answer.*—It is a French idea to etch down the surface of a copper plate in a series of planes so that by heating the copper plate and pressing paper on it the paper will be scorched to different degrees, the highest parts of the copper producing the darkest effects and the lowest the lightest tints. Any deeply etched line engraving on copper can be used to give a burnt wood effect on paper or wood by heating the copper and pressing the wood or paper in contact with it until they are charred. The heavier the lines in the design the better the results.

#### Measuring Screen Pitch.

From H. Calmels, Paris, is received a "lineometer" for determining the number of lines to the inch in a printed halftone. Our present method is to examine the halftone with a microscope through an aperture one-quarter or one-half inch square and then count the number of dots, a proceeding that is a strain on the eye. This lineometer consists of a glass plate on which are ruled black lines converging and equidistant. By laying the lineometer down on the high light portion of a halftone print and examining the latter it will be found that a moire pattern is formed by the interference of the lines in the halftone and those on the glass over it. By turning the glass around, an angle will be found where a pattern resembling a white cross is formed. One bar of this cross points to

scales on both sides, one scale telling the number of dots to the inch in centimeters and the other scale the number of dots to the inch. The price of the lineometer in France is 15 francs.

#### American Made Dyes for Color Photography.

Miss Florence J. Stocker reported at the last meeting of the American Astronomical Society that American chemists are now able to produce the principal dyes used in sensitizing dry plates for color separation negatives. The dyes used in sensitizing to the green, red and infra-red are the types known respectively as pinaverdol, pinacyanol, and dicyanine. The United States Bureau of Chemistry has produced a pinaverdol which is claimed to be superior to any other green sensitizer, and a pinacyanol which is practically the same as German pinacyanol and English sensitol red. The same bureau has produced several dicyanine dyes which are only slightly inferior to those of German make.

#### The Passing of Pioneer Photoengravers.

Three photoengravers who did much for the technical side of photoengraving have recently passed to rest. Charles M. Cooper began as a wood engraver. The writer remembers him first in the early eighties as superintendent of the finishing department of the Moss Engraving Company, New York. The Moss swelled gelatin stereotype plates were so shallow that without much hand engraving they would have been useless. It might be said that it was Cooper who "sold" the Moss engravings. He was later a proprietor but preferred to be a salesman, where his genial, lovable character and knowledge of engraving were greatly appreciated by publishers.

Adolph Jahn, of Chicago, was another who brought into photoengraving a splendid technical training. He began when only 12 years old as an errand boy with A. Zeese & Co.; then with the Graphic Arts Company and with J. Manz as a photographer. In 1891 he returned to A. Zeese & Co. as their first halftone photographer, and later became superintendent. Feeling the need of a better education he resigned his well paying position at the age of twenty-six, to enter the University of Chicago, where he remained four years studying chemistry and physics. Finishing his course he founded the Jahn & Ollier Company in 1901, which had before his death some two hundred employees. Mr. Jahn is survived by his wife and three children. He was a member of many business organizations, in many of which he held official positions.

Edward Hudaverdi, another of the old engravers, was one of a group of New York Armenians who got into photoengraving in its early days. He began in 1883 and gave most of his life to the nerve racking strain of engraving for the newspapers, keeping his establishment going day and night. That he was successful came from economical management and long hours of labor on his own part.

### THIRTY-FOURTH ANNUAL CONVENTION OF UNITED TYPOTHEΤΑE OF AMERICA.



THE thirty-fourth annual convention of the United Typothetæ of America, held at St. Louis, Missouri, September 13, 14 and 15, was probably the best attended annual gathering in the history of the organization, evidence of the continual growth in membership and of the increased interest that is being taken in the work. Conservative estimates indicate that not less than fifteen hundred master printers and their guests were present to participate in the discussion of vital questions affecting the industry.

Two subjects that are of unusual interest at this time were the adoption of a more definite labor policy and the consideration of the proposed forty-four hour week. The discussion on these subjects resulted in the adoption of amendments to the constitution which make the attitude of the organization more clearly defined. Under these amendments provision is more definitely made for open and closed shop divisions of the national body, and those members who so desire may maintain the Closed Shop Division for the purpose of making contracts with labor unions. Likewise, those operating open or non-union shops may maintain the Open Shop Division, for the purpose of taking care of matters in which they are especially interested. Each division elects its own chairman, who becomes a member of the Executive Committee of the parent body. Both divisions enjoy complete autonomy, and each appoints three members from its Board of Governors, these six men forming an Industrial Relations Committee of the entire association. Through this committee the two divisions will be enabled to coöperate, if they so desire, in matters of mutual interest. It is the opinion of many of the leaders in the work that this plan will eliminate, to a large degree, the objectionable features created by recognition of labor as one of the activities of the parent body.

At the executive session of the general convention on Wednesday afternoon, T. E. Donnelley, of Chicago, on behalf of the Open Shop Division, presented a resolution pertaining to the proposed forty-four hour week, which is to become effective on May 1, 1921, in plants operating under union conditions in some of the larger cities. This resolution strongly expressed disapproval of any reduction in the present working hours, and recommended that the members resist any attempt to enforce such a reduction, except where it has already been agreed to by contract. On the preceding afternoon the Closed Shop Division adopted a resolution upholding the action it had taken a year ago at New York, at which time that division ratified the recommendation of the Joint Conference Council that the forty-four hour week be granted.

The morning sessions of the convention were devoted to matters of general interest to the membership, addresses by men of national prominence, and reports of the officers. The afternoons were given over to group and division meetings.

The election of officers, held at one of the executive sessions, resulted as follows: President, William J. Eynon, Washington, D. C.; first vice-president, J. Linton Engle, Philadelphia; treasurer, Fred W. Gage, Battle Creek, Michigan; vice-presidents, George H. Gardner, Cleveland, G. L. Stevens, Galveston, and Douglas Murray, Toronto.

Several sessions were held by the Secretary-Managers' Association during the convention. Approximately sixty local secretaries received great benefit and inspiration from the interchange of ideas, plans and suggestions.

The International Trade Composition Association held its first annual convention concurrently with the general gathering. Two new organizations were formed, which fact will undoubtedly extend the activities for advancing the interests

of the allied trades. The Bookbinders' Association of America, one of the new bodies, starts off with a nucleus of about seventy-five members, and with the following officers to guide its destinies: President, B. S. Brassil, New York city; vice-presidents, R. E. Bayliss, New York city, A. J. Brock, Chicago, Mr. Baker, Boston, and C. F. Kindt, Philadelphia; treasurer, Louis Satenstein, New York city; secretary, T. H. Morrison, Chicago. The Executive Committee consists of the following: Albert Knope, New York city, J. F. Ziegler, Philadelphia, Mr. Shepherd, Nashville, Henry Conkey, Chicago, F. H. Whitt, Cleveland, O. W. Bruehman, St. Louis, Charles W. Welch, Denver.

The other new body is the Law Printers' Division, which starts off with the following officers: Chairman, Theodore Hawkins, Chicago; vice-chairman, Mrs. Frank T. Riley, Kansas City; secretary, Frank M. Sherman, Chicago.

The printing exhibition recently shown in New York city by the American Institute of Graphic Arts, was also a feature of the convention and attracted a great amount of favorable comment. This exhibition has been scheduled for at least two years in advance, and will cover every important city in the United States, as well as some European centers.

The social features of the convention were admirably handled by the Ben Franklin Club of St. Louis, which arranged for the entertainment of the ladies present, and also planned a theater party for Tuesday night.

Words fail to convey the wonderful inspiration and the spirit of helpfulness that pervaded the convention. The delegates who were present returned to their respective cities fully repaid for their time and expense.

### PITTSBURGH MAN HEADS ELECTROTYPERS.

F. W. Kreber, of Pittsburgh, Pennsylvania, heads the International Association of Electrotypers for the next year. He was elected president of the organization at the annual meeting held in Menasha, Wisconsin, September 9, 10 and 11. Alfred Flower, of New York city, is vice-president; and E. F. G. Gratz, of Pittsburgh, secretary-treasurer.

Although many fears were expressed prior to the convention, this year's meeting was by far the most successful in the history of the association. Notwithstanding the fact that Menasha is a small city 200 miles north of Chicago and off the main highways of travel, nearly two hundred members and guests registered at the convention headquarters.

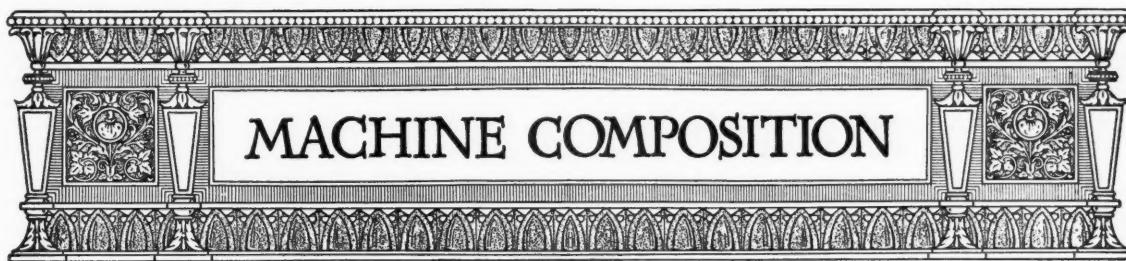
The opening session was held on the morning of Thursday, September 9, when L. W. Claybourn called the meeting to order. From that time until the convention closed on Saturday, delegates and visitors were engaged either in routine business or in enjoying the entertainment features.

George H. Benedict, of Chicago, who fairly revels in statistics, gave a paper, illustrated by a chart, on "The Growth of the Industry." He stated that in 1859 there were but 41 establishments with 305 employees and an annual output of \$286,000. Contrasted with this was the report for 1920, which showed that there are now 315 establishments with 5,856 employees and an output exceeding \$26,600,000.

Harris B. Hatch, of Philadelphia, talked on "Allied Cooperation," which was in effect a report on the publicity campaign to educate printers to greater coöperation with the electrotypers.

Other talks were given by speakers of note on a wide range of subjects. While there was a great deal of routine business to transact, the addresses and entertainment features kept the interest of the visitors at a high water mark.

Omar P. Randall, an employee of the Homestead Publishing Company, Des Moines, Iowa, was awarded the bronze medal for a device to curve linotype slugs. A reproduction of the medal was shown in our September issue.



BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

#### Matrix Body Gage.

A Pennsylvania operator asks what is the purpose of the part J-822.

*Answer.*—This device is used to determine if the body of a matrix below the ears has been bruised or distorted. It is also used to determine if any wear has taken place on the under side of the upper ears or the upper side of the lower ears. The matrix is pressed into the gage, and a wedge is used to press it out again.

#### Matrix Ears Bend.

An Iowa printer writes as follows: "Our distributor has recently developed a most annoying habit of lifting two thin matrices at once, or sometimes one thin one and a heavier one. This not only causes continual distributor stops, but damages the matrix. As the lift in distributor box comes up, the ear of the matrix does not clear, and the enclosed matrix shows the result. Frequently in lifting the matrix it is noticeable that the upper part or combination end starts on to the screws while the lower end of the matrix has not cleared, consequently bending the ear when the distributor screws are backed up."

*Answer.*—We judge that your trouble is due to wear on the vertical faces of the top rails or wear on the box bar point. If the latter is at fault, it may be temporarily corrected by stretching the bar point. Remove the box, being certain to turn screw full distance, take out the bar, and with a punch and hammer stretch the bar point. Remove burrs with a fine file and test with a thin space. The matrix should have just a slight clearance in passing bar point. See that bar point is not bent out of alignment with the center of matrix. You should order a new bar point and apply later.

#### Studying the Machine.

An Ohio operator wishes to know how he can identify the different parts of the linotype machine so that he may learn how they function properly.

*Answer.*—The study of the machine should consist of a close examination of the actual pieces that you are reading about. If you intend making a study of the machine you should, when reading, be where you have access to a linotype, otherwise a good part of the work is lost or is of doubtful value. In reading about any group of parts, for example the keyboard, you should be where a keyboard can be examined, and, if possible, taken apart. As a rule this is possible only in a school devoted to the work. To be able to read and comprehend a group of parts, one must see the working parts move, and must know how and why they move in performing their functions. If you have not access to a machine your study is wholly theoretical and is of little practical value. The book of parts will furnish you the name of each individual piece as well as the group name when assembled. This book will help you to locate the name of

the parts after you become acquainted with the real pieces. If you have the time to devote to the study and examination of the parts, you should have no trouble in identifying them as they are referred to in "The Mechanism of the Linotype." This book is used in almost every linotype school. Send us a list of the names of the parts which you are unable to identify, either from that book or from the suggestion book, and we will endeavor to help you.

#### Matrices Drop in Wrong Channel.

A North Dakota operator has trouble with e and t matrices mixing, as he describes it. He states that the latter character often enters the second channel of the magazine. He wants suggestions.

*Answer.*—We suggest that you examine the teeth on those that fail to drop properly. To make the test take all t matrices and run them into the distributor box. Throw off the belt and turn screws slowly by hand. Have a good light so that you can observe the actions of every matrix. Possibly you can determine the cause of the trouble. Repeat the operation several times with all of the matrices that give trouble. Eliminate those that do not act properly in dropping. This test should reveal the cause of the trouble.

#### Matrices Do Not Drop Regularly.

A New Jersey operator writes: "I am up against a rebuilt Model 5, which is in bad shape, and am having trouble making letters drop—particularly the thin ones, lower case e, t, i, and caps E, T, C and S being particularly bad. I have rubbed up matrices on clean board, brushed out magazine, washed pawls with gasoline, and rubbed dry, but trouble still persists. Pawls and verges seem to work all right, but matrices will not release."

*Answer.*—We suggest that you see if the rubber rolls are in good condition. A worn roll may cause the trouble you refer to; weak verge springs may also have a bearing on this trouble. The following is a plan we suggest for finding out where the trouble is: Throw off the keyboard belt and touch the e key, turn the back roll until the keyboard keyrod is raised to full height; observe if the hook of keyrod is raised off the heel of the verge (use a good light in making examination). If you find it is not, then see if the roller is worn under the cam, for this is the indication. If the keyrod is raised sufficiently from heel of verge and the verge has not moved enough to allow the matrix to escape, the trouble is probably in the verge or the verge spring. In such a case the magazine should be removed, the escapement taken off and the verge removed to ascertain whether the pawls are rusty, worn or foul. While the escapement is off you can examine the verge spring and the place it has contact with verge, which may be badly worn. If this condition is present, a new verge should be applied. Make a similar test and examination for every offending character.

## A TEN YEAR EXPERIMENT IN COÖPERATION.

BY WALTER WALICK.



EN years ago James A. Bell, manager of the James A. Bell Company, printers, Elkhart, Indiana, announced to his employees that they would be given an opportunity to acquire stock in the corporation. Today, as a result of Mr. Bell's plan, these workers own nearly forty-two per cent of the company's capital stock and have recently been given a stock dividend of over 233 per cent on the stock they have thus far acquired. At the present rate of progress, by May 1, 1921, the employees will own at least one-half of the capital stock and will then jointly with Mr. Bell determine the course to adopt for the period beyond that date.

Publicity for this plan, as devised by Mr. Bell, was first given in *THE INLAND PRINTER* for November, 1911, in an article entitled "Printers' Problems and How to Solve Them," after the system had been in operation for something over a year. It is therefore with a great deal of satisfaction that we record the success of this extraordinary project. In a booklet of the same title as this article, an extended review of the system is given. Every printing executive should make an effort to have a copy of this booklet in his possession. It is an authority on the subject of coöperation.

Mr. Bell is not a philanthropist in the usual sense of the word; nor did he devise his plan of coöperation as a cloak for low wages; there was no need to fear the income tax collector when the system was started.

On the other hand, after making a careful calculation of the waste and inefficiency resulting from conducting business along the lines then existing in the printing industry, he announced to his employees that for an experimental period of six months the business would be conducted under a profit sharing plan.

Under this plan all profit above a moderate return on the capital invested would go to employees in proportion to the wages earned. If they made an effort to reduce waste and bring about greater efficiency these profits would naturally be increased.

At the end of six months the results justified a more permanent plan, which was placed in force, and has continued since with the results indicated in this article.

Employees were given the privilege of buying on time a number of shares of stock, the allotment being based on their annual wages. On all the unpaid portion of the purchase price they paid six per cent interest, but immediately participated in earnings to the full value of their stock. All profits earned were applied on the purchase of the stock, and they had the further privilege of applying their stock dividends the same way.

During all these years the employees have been paid wages equal to, and in many cases more than, what they could have earned elsewhere. Since there was nothing compulsory about the matter of buying stock, these wages have been saved or spent as the employees have seen fit. The proprietor likewise has benefited, since he has received an adequate return on his investment. He has also been able to delegate much of the work of supervision to others, confident that his interests were protected and that every employee felt a personal responsibility in the discharge of his duties.

It will doubtless be of interest to the readers of *THE INLAND PRINTER* to see in detail how the coöperative plan has so far worked out in the case of an individual. This particular employee participated in the plan a little longer than eight years and now owns thirty shares of stock, par value of which is \$3,000. Various employees have secured more or less stock than this one, but the example selected

approximates the actual results of eight and one-half years' accumulation under this coöperation plan. As will be seen from the accompanying table, the employee drew out in that time \$68.41 and paid in \$49.10, and at the end of the period after adjustment of stock had a balance of \$50.06 due him.

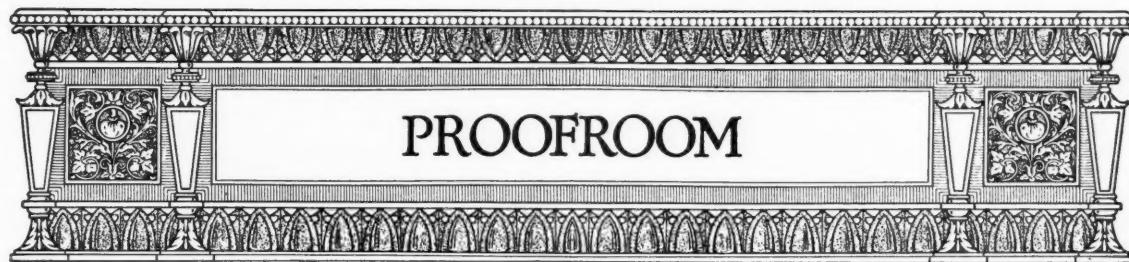
JOHN SMITH		Dr.
May 1, 1913	Cash	\$ 48.09
May 1, 1914	Interest	21.96
May 1, 1915	Interest	14.47
May 1, 1916	Interest	10.26
May 1, 1916	Two Shares of Stock	200.00
May 1, 1917	Two Shares of Stock	268.00
May 1, 1918	One Share of Stock	135.00
May 1, 1919	Two Shares of Stock	270.00
May 1, 1919	Cash	20.32
May 1, 1920	16 Shares of Stock (Stock Div.)	
May 1, 1920	Seven Shares of Stock	371.00
May 1, 1920	Balance	50.06
		\$1,409.16

JOHN SMITH		Cr.
May 1, 1911	Profit Sharing	\$ 48.09
May 1, 1913	Profit Sharing	33.92
May 1, 1914	Profit Sharing	67.47
May 1, 1915	Profit Sharing	70.20
May 1, 1916	Profit Sharing	93.60
May 1, 1917	Profit Sharing	140.40
May 1, 1917	Dividends	60.00
May 1, 1917	Cash	49.10
May 1, 1918	Profit Sharing	93.60
May 1, 1918	Dividends	80.00
May 1, 1918	Profit Sharing	93.60
May 1, 1919	Dividends	125.00
May 1, 1920	Profit Sharing	170.40
May 1, 1920	Dividends	230.00
May 1, 1920	One-Third Share Stock and Div.	20.66
		\$1,409.16

Briefly, the results of this plan are: The employees have been given an active personal interest in the success of the business; they have seen the need of preventing waste and inefficiency; they have learned what the hazards and difficulties of business are; they have learned that there is waste and loss in lack of harmony, or in failure to work together in constructive effort; they have learned what the business requires in the way of financial management; they have developed business judgment and assumed their obligations in the distribution of management; they have realized that the success and permanence of a business do not depend on price competition, but on the enduring good will that comes from quality of service; they have shown by results the profit there is in enthusiastic, loyal, teamwork; they know now that profits they have earned by coöperation are the profits that are constantly lost throughout the industry by lack of coöperation; the part ownership of the business is not a generous donation by the original owner, but represents a value they themselves have created by adherence to the plan suggested to them, and letting time do the rest.

In a letter to the editor of *THE INLAND PRINTER*, Mr. Bell voices his sentiments thus: "It is the writer's belief, more firmly now than at the time we started under this plan, that the conditions in the printing world are in more urgent need of such a plan than they were then." In the closing paragraphs of the booklet referred to in this article which forms a basis for these remarks, he makes this observation:

"Back of every industry there should be a force in training to carry it on, and able to meet each increasing economic need. Latent talent should be developed wherever it exists. Instead of one manager there should be in every industry many potential managers. Every properly disposed employee of any business who feels real responsibility for its success is such a manager. He may never be able to direct the entire business, but in some essential part of it he may be of supreme usefulness. The coöperative experiment here described was based on this belief. The results have confirmed it. We submit the results of this experiment to the careful consideration of those who are seriously seeking some practical solution of our social and economic problems."



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Learning to Be a Proofreader.

A. H. L. Minot, North Dakota, writes: "Kindly give me complete information in regard to what is necessary to qualify as a first-class proofreader. I am society editor and proofreader on a paper, but am rather anxious to take up merely proofreading on account of the good salaries I believe are paid for that work. I am a college graduate with special work in English, so all I should need very badly is the correct method of marking and the little technicalities. Our method here is simply marking by lines from the mistake into the margin. That is not the best method, I know; but, although I have access to books with brief description of the real method, I should like something further so as to be able to qualify as well and as rapidly as possible."

*Answer.*—The complete information asked for is impossible. No one can ever learn all the little technicalities by any other means than through experience in the printing-office. Before I forget it, let me say now that I should be glad to know where some of those good salaries are paid. I have never heard of any for regular trade work, though I have had more than one myself for editorial work which came to me chiefly because of my reputation as a proofreader. Merely being a college graduate never fits any one for the work of a proofreader. Many college graduates have tried and failed. They are generally too old to learn a trade, and, I repeat, the best proofreaders, almost without exception, are persons who have passed some years in learning the trade of typesetting. But I do not wish to discourage any one who wishes to try. My intention here is only to warn against undue dependence on college education. A proofreader certainly needs knowledge, but nearly all the best readers never learned in college, though some have been great scholars.

The qualifications of a first-class proofreader have, I believe, never been described better than in Appleton's "American Cyclopaedia," as follows: "Very rare qualifications are requisite to be an excellent corrector of the press, or proofreader. Besides a familiar knowledge of the language in which the work is written, and of the technicalities of the typographical art, which is essential, and extensive and accurate information on general subjects, which is constantly useful, there is especially demanded an extreme precision in the habits of the eye. Hence the term 'typographical eye,' which implies the power of at once perceiving all the letters of which each word is composed, grasping the sense of each sentence, and following the succession of ideas through a paragraph or a chapter." I would add that the demand is not only that all the letters be perceived, but that each letter be seen separately and recognized as right or wrong, and if wrong marked at once to be made right.

Method of marking is of slight importance, the only essential point being to have changes indicated clearly. The really standard method is to write the correction exactly in line with the marked error, preferably in the left margin for

the first half of a line, in the right margin for the second half, so it will always be clear—if the marks are exactly in line. Connecting lines from the mistakes to the margin allow the marginal marks to be placed anywhere, and so are supposed to obviate need of the special care to keep them in line. The straight lining, however, is much neater than connecting lines to wherever they happen to hit, and the habit of so marking is not hard to master. I have seen some proofs marked with connecting lines so many and so ill managed that it would demand quite a time to trace each of them separately. Nevertheless, some printers demand of their proofreaders that they make a connecting line to each marginal mark, and when they demand it that method must be used.

#### De Vinne on Proofreading.

The following, from Theodore L. De Vinne's "Correct Composition," seems worth quoting for our readers: "Application is frequently made to printing houses by educated men and women, and sometimes by those who are not properly educated, for employment as proofreaders. Too often the applicant supposes that any person who knows how to spell and punctuate is properly qualified. This is a great mistake. If the applicant is successful in obtaining employment, which is rare, he will discover that his knowledge of spelling and punctuation is insufficient even for the simplest forms of commercial printing. To be a useful reader one should know types by their names and understand the technical terms and the methods of a printing house. There is also much to be learned in the routine of proofreading which is acquired most thoroughly by the young compositor or copyholder. There are a few excellent readers who have not been printers or copyholders, but the readers of most utility are those who have set type or held copy from their youth. A large book house of New York reports that at different times it had occasion to engage many men as proofreaders who were graduates of colleges and, by virtue of their education, possessors of a good knowledge of English as well as of the classics. A few of these graduates became useful readers, but the majority did not. They could not or did not choose to acquire the knowledge of the petty details and technicalities of the trade that is indispensable. Every master printer who has employed many readers will agree with the writer in the opinion that the average master of arts is not so successful in detecting errors from copy and in maintaining typographic style as a regularly trained reader." Mr. De Vinne then quotes from an old writer a story of a man of high scholarly reputation reading a lexicon, for which he was paid five guineas a sheet, and making sixteen corrections to each sheet, while a young printer's reader made additional corrections, averaging fifty-three to the sheet, at a cost of nine or ten shillings a sheet. There is much more than we have quoted about proofreading in the book. It would be worth while for any one having to do proofreading to secure a copy of De Vinne's book and study it carefully.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

#### To Keep Edges of Halftones Printing Clean.

A Massachusetts pressman writes, referring to certain halftone plates which appeared in former issues of *THE INLAND PRINTER*, and asks how edges of similar plates may be kept clean and print without wearing.

*Answer.*—Plates that border on white spaces or margins on front or rear end of sheets require care in make ready. Cylinder must be packed properly, and bed bearers must be precise in height. The best way to keep edges from appearing harsh is to cut the overlay just a trifle inside the edge of the print, not enough to have the line show broken, but just enough to prevent the white margin of the paper outside of the plate from forming a slight relief, as it will do after a number of impressions are pulled. A little practice and experimenting will show you that clean edges can be secured.

#### Making Overlays for Catalogue Forms.

A Quebec printer sends specimen of catalogue and asks methods of preparing overlays in up to date plants. He wants advice and requests approximate time to make overlay for one form shown.

*Answer.*—Hand cut overlays are fast being replaced by the more up to date mechanical overlays. There are several different mechanical overlays on the market, each one having some particular point of merit. There are the widely used chalk and zinc overlays, the Duro overlay, and the New Process overlay. This latter overlay is an adaptation of the old method of using a powder to build up the solids. The time required for making ready the form naturally would be longer when a hand cut overlay is used. We believe that it would take about five hours at least. This might be diminished on some presses, however. If you are interested in mechanical overlays, we refer you to the manufacturers.

#### Some Questions for Our Readers.

A Nebraska printer asks a few questions which we shall put up to our readers: (1) "Our experience is that if the ink is of sufficient body to produce a uniform impression of the desired density the coating pulls off, unless the stock is eased off the impression every time. On the other hand, if the ink is reduced materially the impression has a flannelly, uneven or wavy appearance.

(2) "Some printers say the impression screws should never be touched, the idea being, perhaps that they are for use only on such rare occasions as may rise out of the gradual wear or an accidental wrench of the press. The alternative, however, of building up the tympan every now and then parallel with the bed is apt to be a somewhat tedious one at times and is never absolutely accurate. A scientific adjustment of the screws must, of course, take into account the fact that any three points of a plane that are not in the same straight line determine the position of the plane, in other words, that when three of the impression screws are set,

there is only one position that the fourth can occupy without a little wrenching of the platen or grinding of the threads of the screws. But how is the pressman to know when such a scientific adjustment has been secured?"

#### To Make Emery Powder Adhere to Paper.

A Boston printer asks how he can make emery powder adhere to paper so it can be used for match scratchers on advertising novelties.

*Answer.*—We understand that a thin glue solution is used for this purpose. You could use an ink such as is used for the overlay that retains a powder for the relief effect. Almost any ink that is applied in sufficient volume by a solid block will hold sufficient of the fine powdered emery to give friction for lighting a match. Observe the friction side of the small wood boxes, and you will note that the powder is retained possibly by an inked patch. Spraying the powder with a gum dissolved in alcohol will make it more certain. This fixative, with the spray tube, may be purchased in art stores.

#### Halftone Plates Show Spots.

An Illinois pressman sends specimens of work on blank board and asks our advice. His letter reads: "As a subscriber to your valuable magazine, I am taking the liberty of asking for some information on how to change quickly from black ink to red on a big jobber or cylinder and get a bright red color. Do you advise keeping an extra set of rollers and an extra fountain for this purpose? Or is there some preparation that will clean the rollers instantly, taking dry ink off without injury to the rollers? We also have trouble with spots getting on halftones, especially large ones like the one we are sending you for your suggestions as to how we may improve the printing and prevent spots."

*Answer.*—The spots usually come from some foreign substance in the ink. In this case it is doubtless the particles of the board loosened when the stock is cut. Before placing the board on the press, remove all small particles of the paper found on the edges, and it will relieve you of some of the trouble. Also see that the rollers are free from particles of roller composition or ink scum. In fact, the form can not print clean if the ink or plate becomes clogged with foreign matter. The ink used on the specimen you sent is not suited for the work. Consult with your ink dealer, sending him a proof of plate and a sample of stock. He will know just the kind of ink to use. It is advisable to have an extra set of rollers for colored ink. When you have finished using them, wash them carefully and remove all specks and spots of ink, then rub machine oil on their surfaces. This will keep them from drying out. When ink has dried on the rollers because it was left on over night you can remove it by washing first with a mixture of crude carbolic acid and turpentine, equal parts. This mixture will not harm the hands or the rollers. Allow it to remain on the dry ink to dissolve. Give a second washing with gasoline.

Examples of

# Typography of Character

Selected from  
Specimens Submitted to  
The Inland Printer  
for Review



OCTOBER 1920  
THE INLAND PRINTER  
CHICAGO

Designed and Executed by S. A. Bartels, Manager, Dep't  
of Advertising Typography, Fred Klein Company, Chicago.

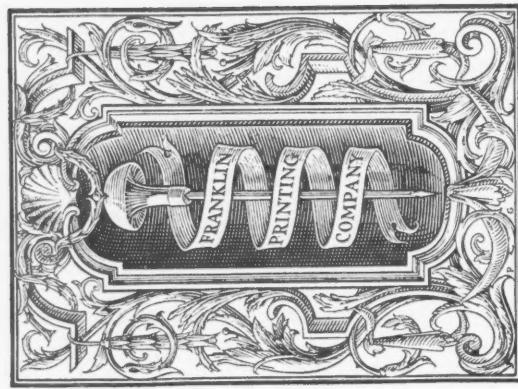
# PLATE ENGRAVINGS

*A Note on the Care required in their Making and  
the Value of Experience in the Selection of Process.*

SATISFACTION SERIES  
*Number Two*

a finishing and inspecting department through which all plates must pass before we will accept them for printing. In this way imperfections are caught before forms are made up, saving the cost of holding presses while damaged plates are being repaired or of lifting the form while new plates are being made.

The art of getting proper engravings made is indeed a business by itself. We have offered our ideas on the subject merely to show that we try in this, as in every other part of our work, to make the experience of doing business with us a pleasure and a satisfaction.



FRANKLIN  
PRINTING COMPANY  
514-520 LUDLOW STREET  
PHILADELPHIA

FIFTH AVENUE BUILDING, 200 FIFTH AVENUE, NEW YORK

Cover page and closing page of brochure issued by the Franklin Printing Company, Philadelphia.  
Original printed in black and brown on India tint antique stock. Designed by William A. Kittridge.

### Fine Hats, Then—and Now

**R**EALLY ancient man went bareheaded. Up to fifty or sixty centuries ago man either depended on his hair, or pulled his cloak over his head. But separate head coverings came into vogue somewhere about 3500 B.C., and styles changed right along until in 1400 a beau appeared in Paris wearing what could be called a modern Hat; it was made of fur.

Before present-day methods came into play a good Hat was very expensive, and valued enough to be left among bequests in a will. Those having important social engagements frequently borrowed or hired their Hats.

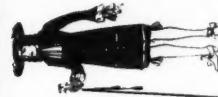
In recent times American enterprise and inventiveness have brought the cost down in a remarkable degree.

The process of making good felt or stiff Hats is such an involved one that, once observed, the spectator realizes what a prized article a good Hat should be. It involves the use of the best parts of the fur of beaver, nutria, hare and coney. The processes carry the furs through numerous hands and manipulations—from the cleansing, assorting and blending and the first crude shaping, through the kneading, drying, stiffening, blocking and curving—to the finishing, each step requiring precision and care.

The immensity of the industry may be indicated by the fact that in one prominent factory alone 5,000 workers handle each year 12,000,000 fur skins, producing 3,000,000 Hats.

In Marshall Field & Company Hats numerous refinements have been incorporated into our specifications to manufacturers. We insist on the best Hats that can be produced—the highest quality at a given price.

Marshall Field & Company—The Store for Men



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



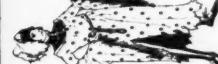
Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



Hats are made in many styles and materials.



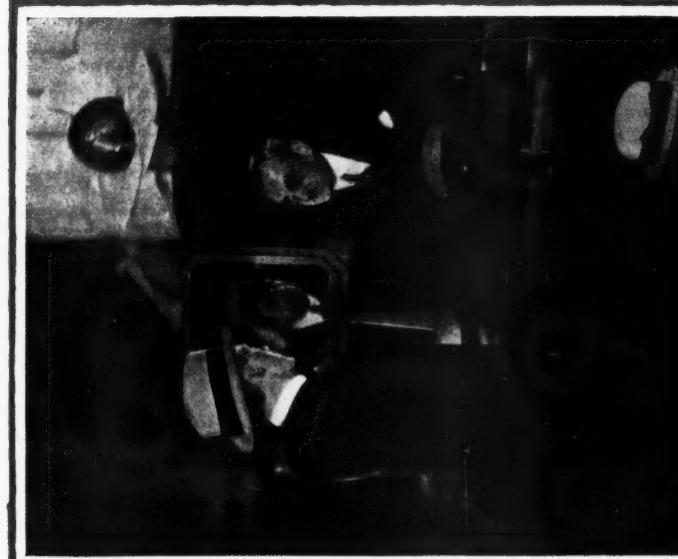
Hats are made in many styles and materials.



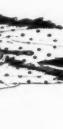
Hats are made in many styles and materials.



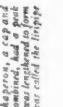
Hats are made in many styles and materials.



This inspired some fellow-citizens to invent the "whole-hat" and the "half-hat" and to fit it with a lining.



The new arrangement made the new edge stick out on the one side of the crown.



Two page spread from handsome booklet, "Man and His Wardrobe," by The Store for Men, Marshall Field & Co., Chicago. The unusual treatment lifts the booklet out of the commonplace.

sympathetic, professionally interested teachers?

Just such a park and just such a home is waiting at *The Cedars*, Ross, California, to train your child's mind and body.

In their friendly, well conducted home two gentle women — Miss Cora C. Myers and Miss Gabrielle H. Remshaw who have given many years to the study of the atypical child, first as teachers then as trainers of teachers in the public schools of Philadelphia, maintain a school for a limited number of nervous and retarded children whose parents appreciate the importance of skilled teaching.

Here on a sunny sheltered slope of Mt. Tamalpais that overlooks the shining blue mirror of San Francisco Bay, fresh winds blow health and vigor to frail bodies. A bright world of pleasant experiences — playfellow more equally matched, occupations easy because interesting, loving teachers whose actions are directed by perfect mastery of the problems before them — induce natures that have been



Main Building *The Cedars*

## *The Cedars*

AN OUTDOOR SCHOOL FOR  
INDOOR CHILDREN

HAVE YOU EVER wandered along the sunshine and shadow-flecked roadways of beautiful Marin County in summer, or let your spirit dance with the whirling leaves rustling their gaily colored crinolines in the fall?

And have you ever looked up a long avenue of elms to a spacious home and thought how your baby would enjoy playing in that lovely park with other children, his own mental age, watched over and guarded by two



Walk in the Garden

driven back into the dark by impatient brothers and sisters, by devoted but unwise parents and nurses, to unfold as simply as do the flowers about them.

You cannot find a more ideally located spot for your child to live or more responsibly endorsed teachers.

First page and two inside pages of folder by The Kennedy Company, Oakland, California.  
The original was printed on India tint laid stock, and the half-tones were tipped on.

# JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

## VARIETY WITHOUT LOSS OF IDENTITY.

**B**RIEF comment on the advertising display contributed by K. L. Hamman, Oakland, California, has been made in these columns many times. Mr. Hamman's organization specializes in the production of bank advertising, and his success in that field is best indicated, perhaps, by the large number of banks that he serves. That Mr. Hamman recognizes the important part which type plays in the success of an advertisement is demonstrated by the fact that on all proofs sent out from his office the following imprint appears — and not at all inconspicuously: "Copy, Art Work and *Typography* by K. L. Hamman, Advertising, Oakland, California." Feeling the pride that he has in the typographic excellence of his advertising product, Mr. Hamman most naturally gives it considerable thought. His work must therefore hold much of helpfulness to every one interested in advertising typography.

Probably the outstanding characteristic feature of Hamman typography is the liberal white space and its clever distribution to obtain maximum effect. With this idea of maximum effect in mind, few Hamman advertisements are built upon the plan of centering, as the examples referred to later — although for a different purpose — will very readily show. The effect of maximum white space is obtained not only by dividing it but by massing it. Another strong feature is the simple dignity of type treatment. With a clean white background to work upon, the need for crude, bold letters is not felt. Much of Hamman advertising is therefore set in that masterful roman, Caslon Old Style, the greatest of them all. This versatile type face provides the maximum of beauty, refinement and dig-

nity — all essential in bank advertising. There is also the attendant exceptional legibility, the naturally easy to read Caslon being made especially readable by the manner of its use and arrangement. These points are perfectly obvious and are referred to thus briefly only because the excellence of Mr. Hamman's work merits an outline of features making it so.

We have singled out Mr. Hamman's work for the place of honor in this month's issue for another reason — well, rather, for two reasons. The last of these we will mention first — it is that among his specimens, Mr. Hamman, or some good fairy in his office, gave the writer an idea in a short type-written note attached to one group of specimens. (Thank you!) The first of the reasons is that this one group contains a lesson for every one who has to do with the designing of advertising, whether with pencil or from case to stick. The lesson is titled by the aforementioned note: "Shifting layout units to get variety without loss of identity."

Many argue that each succeeding appeal in advertising should be decidedly different from its predecessors; that to have successive units similar in appearance is to take a long chance with getting people who have read the advertising to do so again. What a compliment (?) one who thinks thus pays his advertising! To take such a view is to give the impression — by inference at least — that the advertising itself holds no interest. In that event, it ought to be plain, no type treatment can make it a success. Advertising that depends for a reading on "hook or crook" is not good advertising. Furthermore, to take the view that each unit must be decidedly different is to disregard the very important influence of repeated impressions.

The writer has had the power of repeated impressions forcibly demonstrated

## Can You Do More Work by Neglecting Sleep?

WHEN a man finds himself up against more than he can do, his solution may be shorter hours instead of longer — more sleep instead of less.

There is no greater help to good work, and keen enjoyment in doing it, than plenty of that deep, sound sleep that wakes a man up feeling alive all over.

When a man finds that he is not sleeping properly, he should look to his bed. No one can sleep soundly unless his bed is noiseless and steady.

**T**HE truly noiseless Bed is the Simmons Metal Bed — built for sleep.

Just as the truly *springless* Springs are the Simmons Springs — the most resilient springs that invite the body to relax.

Years ago Simmons Company established the principle of Beds and Springs built for sleep.

It is today the largest maker of fine Metal Beds and Springs in the world.

It is a specialist in *Twin Beds* — a pioneer in that fine modern

principle of a separate bed for each sleeper.

Simmons Steel Beds, Brass Beds, Springs, Day Beds and Children's Cribs are the most sought after sleeping equipment in leading stores all over the country.

The prices are little if any higher than for ordinary beds.

And when you are selecting your new Bed, Beds with an eye to their appearance in the room, you will see that Simmons has for the first time established beautiful and authoritative design on Metal Beds.

*Sleep is a big subject. Write us for the brochure, "What Leading Medical Journals and Health Magazines Say about Separate Beds and Sound Sleep." Free of charge.*

**SIMMONS COMPANY**  
ELIZABETH ATLANTA KENOSHA SAN FRANCISCO MONTREAL  
(Executive Office: Atlanta, Ga.)



**The "EMPIRE"**  
No. 420-16 Twin Pair  
Made of Simmons strongest Brass Tubing  
Heavy gauge, swiveling frames from drawing, great  
resiliency, finished in "Canton" finish.  
Special features: Extra strong springs, extra strong  
Canton fabric, easy rolling centers,  
especially strong in Twin Pair.

**SIMMONS BEDS**  
*Built for Sleep.*

FIG. 1.

on himself to his entire satisfaction. The medium has been the advertising of the Simmons Company, Kenosha, Wisconsin. Among newspaper advertising that of the Simmons Company is the most consistently distinctive of any that the writer has watched. The heading is invariably lettered in

How much do you earn on Saturday afternoon?

Just as much as you do on Friday afternoon, yet without lifting a finger.

The money you receive for "Saturday afternoon off" is virtually a present to you.

And why not present yourself with the rest of your Saturday wages—and deposit the total in a Savings Account?

Take your pencil and figure out how much you would have at the end of the year if you did.

First, jot down the amount of your Saturday wages, then multiply it by the number of weeks in the year—52, and then add 4% interest.

The amount is rather surprising, isn't it?

Next Saturday, deposit your wages with this bank—and deposit consistently each week. You will soon be proud of your bank account.

**THE PEOPLES BANK**  
COMMERCIAL AND SAVINGS  
8th & J Streets • Sacramento, California



FIG. 2.

a plain italic not entirely unlike other italics, yet not like any of them. It has "feeling," individuality, that sets it off from other italics—yet no one would call it a triumph of the letterer's art in so far as style and beauty of line are concerned. The heading is invariably set lower than is the usual custom. The trade mark, "Simmons Beds—Built for Sleep," the bed illustrations and those which suggest night time, always similarly treated, complete the list of regular features or units by which the advertisements are recognized. (See Fig. 1.) So powerful has been the influence of Simmons advertising on the writer that his eye and attention are now drawn to each new advertisement before a line is read.

Doubtless among the Simmons advertisements that have appealed to the writer there have been slight layout changes. That these did not affect the general impression is demonstrated by the foregoing facts. The impression of similarity, which gave them identity, has been maintained; the whole series of advertising has, in effect, become a sort of trade mark.

That Mr. Hamman, of California, recognizes the value of identity in display is proved by the advertisements for The Peoples Bank, herewith reproduced. (Figs. 2, 3 and 4.) The fact that he has found a simple way to encompass all the advantages of repeated impressions without making those

We can show you the names of savings depositors who earn less than \$100 a month, yet save something regularly. They do it by making their deposit as soon as they receive their pay check.

Most employment managers will pick the man with a savings account, for other good traits go with thrift.

Start a savings account today. The interest we pay will help your account grow.

**THE PEOPLES SAVINGS BANK**  
COMMERCIAL SAVINGS  
8th & J Streets • Sacramento, California



FIG. 3.

### Savings give Confidence

IT'S not only the money you have earning interest for you in the bank that saves you from worry.

It's knowing that you have a system for saving and can live up to it.

It takes nerve—to spend less than you earn—but the confidence in yourself which a growing bank account gives you more than pays you for the sacrifice.

Fear of the "bread and butter problem" makes a man weak—every dollar you can put into a Savings Account lessens the fear and simplifies the problem.

And the earlier you start such an account the sooner is the problem solved, the burden removed, and confidence in yourself firmly established.

We are opening accounts every day. Come in and open yours with \$1 or more.

**THE PEOPLES SAVINGS BANK**  
COMMERCIAL SAVINGS  
8th & J Streets • Sacramento, California



FIG. 4.

impressions tiresome is the point of greatest importance to readers of this department. Variety without loss of identity is secured by Mr. Hamman through the simple expedient of shifting the identical and similar units, or parts, from place to place. Our readers will find it interesting to lay out the several units in other forms while retaining the general appearance.

Readers will be drawn to these advertisements in the Sacramento papers day after day just as the writer's attention has been drawn to the Simmons advertisements in the Chicago papers. They become familiar, yet not tiresome—thanks to the plan of their designer in shifting the parts about.

Louis A. Lepis, of Jersey City, New Jersey, is an old contributor to this journal, who, although more or less infrequently since he got into the advertising field, occasionally sends us examples of the layout work he is doing for George Batten, Incorporated, New

York city. Curiously, he struck the same note as did Mr. Hamman when he sent us several rough sketches of proposed advertisements which he had prepared for Mallory Hats.

Mr. Lepis emphasized in his letter how identity was maintained by the simple layout treatment and by the consistent use of the distinctive name line, invariably in one style of letter. Variety, he stated truly, was secured by shifting the illustrations and the name line into different positions.

the United States. The artists responsible for the designs have given much thought and careful study to this subject, and each design will be an authentic portrayal of the methods employed by the nationality of a particular period. In connection with each cover design articles are to be published

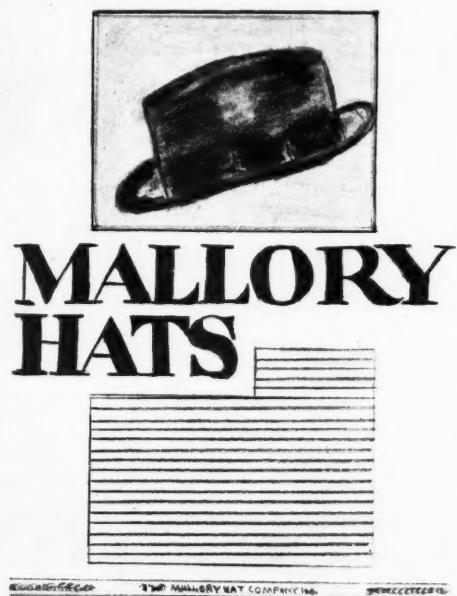


FIG. 5.

Too much stress, we believe, is placed on the desirability of an entire change of scenery each time the curtain is raised on an advertisement of a series. We repeat, if there is meat in the advertiser's message—and it can not be good advertising unless there is—the advertiser profits by each succeeding impression. There can be no effectual succeeding impressions if a reader can not quickly locate the advertisement or if he overlooks it entirely.

The moral seems to be to give advertising a familiar look, whereby one who has found the taste pleasant may nibble longer until he is ready to "take the hook."

#### ATTRACTIVE SERIES OF HOUSE-ORGANS.

*D & W Chats*, the house-organ of the Diem & Wing Paper Company, of Cincinnati, Ohio, has recently been given a decidedly educational flavor which will doubtless increase its popularity with its readers. Commencing with the July issue a series of cover designs was inaugurated which will portray the history of papermaking from its inception down to the first paper mill in

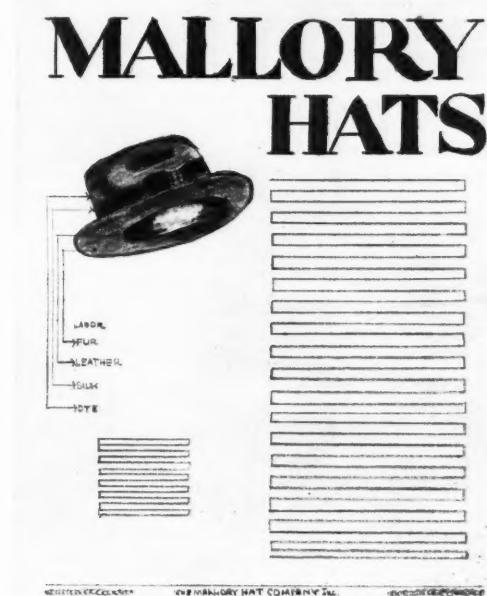


FIG. 6.

in *Chats* descriptive of the papermaking methods which are portrayed in the design. Characteristic illustrations and decoration further carry out the "period" idea.

In the July issue the reader is carried back through time and enabled to view the ancient Japanese, who are believed to have first made paper from the mulberry tree. In August the ancient Egyptian method of preparing papyrus for manuscript was illustrated, and in the September issue the method of papermaking as originally practiced by the ancient Chinese was shown. Following these will be portrayed the Romans preparing sheepskins for parchment, and then the Moors, who first introduced the art of papermaking into Europe. Later cover designs will show early English and French methods of papermaking, and, finally, the interior of the first paper mill in the United States will be pictured. If the cover designs which have already been published are fair samples of what are to follow, the series will prove most instructive to all interested in paper, which, to a certain extent, includes every one. Future numbers of *Chats* will be looked for eagerly.



FIG. 7.

## STANDARDIZATION OF LANGUAGE FORMS.

BY F. HORACE TEALL.



LETTERS printed in newspapers recently have strenuously advocated the forming of a body of men authorized to determine all controversy in regard to disputed matters of the English language. The proposition as stated seems to ignore the fact that it is merely a revival of an old-time desire that has never been as widely held even as that for simplified spelling. Yet this very fact of its recurrence shows plainly a real need for some action toward a common understanding of propriety and correctness, since it emphasizes present uncomfortable disagreement. Following is a quotation of one of the older expressions of this proposition, from a book entitled "Pens and Types," by Benjamin Drew:

"As no acknowledged literary Dictator has arisen since Johnson (if we except Webster), and as we have no good grounds to expect one, let us hope there may be a convention of the learned men of the United States, with full powers to legislate upon, and finally settle, all questions of syntax, orthography, punctuation, and style, and authorized to punish literary dissenters, by banishment from the Republic of Letters.

"Were there a common and acknowledged authority to which printer, publisher, proofreader, and author could appeal, the eye, the pen, and the press would be relieved of much useless labor, and the cost of books would be correspondingly reduced. The Smithsonian Institution would confer a lasting benefit on mankind by establishing a Board or Bureau of scholars, which should publish a dictionary of all English and Anglicized words, *without various spellings*, and also such other works as might meet the want long felt, and which was expressed in 'The Spectator,' so long ago as Aug. 4, 1711,—where the author, having spoken of certain perplexities which beset writers, adds: '[These] will never be decided till we have something like an academy, that by the best authorities and rules drawn from the analogy of languages, shall settle all controversies between grammar and idiom.' When such works from the Smithsonian Institution shall have appeared, and Congress shall have adopted them as standards to which all Departmental work shall conform, the diversities of spelling will disappear from the publications of the Government."

Naturally, the question here suggests itself, Why should we be perturbed by such a condition when we know it can not be remedied? This question is not easily answerable conclusively. But the assertion is not unwarranted that the condition is certainly ameliorable, although it is equally certain that its elimination is impossible. A striking analogy may be seen in the equally long, but at last largely victorious, agitation for woman suffrage, though the two subjects are far apart in importance. Standardization is the goal in both cases, and in both cases it is the only possible solution.

The condition we are considering is widely recognized as an uncomfortable one, but its economic evil constitutes its widest claim on general attention, and has been little heeded. Mr. Drew included a somewhat vague allusion to the economic aspect by saying that "the cost of books would be reduced" by conventional agreement on certain matters of language form. He meant, of course, the cost of printing. The reduction would be found entirely in the bills for printers' composition. Mr. Drew himself furnished matter suited for use in exemplification by using some capital letters in an arbitrary way not indicated by any general understanding. I am not inclined to offer any objection to his arbitrary uses, for he is perfectly welcome to exercise his own judgment. Where he has Dictator, Board or Bureau, Departmental, and Republic of Letters, my work, done in my way, would have none of these capitals.

This difference alone would be economically of no moment; it is mentioned only as an example of difference that is almost illimitable in practice. The basis of economic objection to this lies in the impossibility of common understanding, which inevitably leads to aberrations that have to be corrected frequently at additional expense to the customer. Seldom will the printing office proprietor object to this, because it provides for him a large amount of chargeable extra work. The printer wants big bills, the customer small ones.

Having instanced a merely personal difference as to the use of capital letters, we may as well continue with some comparison of the same difference among more authoritative sources, though these sources are likewise based on personal divergence. We begin with a strange selection to call authoritative, namely daily newspapers; but these papers are most convenient for comparison, and the variations noted are common also in our best books. The *New York Tribune* always uses a small letter in the word state (for one of the United States). The *Times* and the *Sun* of New York always capitalize this word in the particular use. We cite this word because it is typical of the conflict that extends through a very wide range both of words and of people. We cite these papers because of our conviction that in each case the dictator of the style believes his decision is according to the best authority, and neither would easily admit being wrong.

A circumstance showing the common persistency of personal impressions, however fallacious, is worthy of mention here. An editor who ordered his printers not to capitalize State was told that the present writer advocated the use of the capital; that editor would not listen to anything further, merely averring that he accepted Webster's Dictionary as final authority, and that dictionary did not capitalize the word. He may have meant one of the earlier editions, but I think he did not. The absolute fact is that Webster's New International Dictionary does not contain an instance in its main text of the use of the word in the sense named without a capital. Moreover, the Century and the Standard dictionaries also use the capital inflexibly. This is simply to show the perverse obstinacy with which standardizers must contend.

This article does little more than hint slightly the need for some kind of conventional decision, which need embraces innumerable present disagreements. If such decision can be obtained through the means suggested by Mr. Drew, we may well hope with him that such action as he advocates may soon be had. We now have a large number of standards, each upheld by a large following. Undoubtedly it would conduce to our general comfort, and prove economically advantageous, to have language practice codified in one authoritative standard method, though I do not believe the public will agree to authorizing anything like a literary dictatorship or the imposition of any kind of penalty.

## GOOD MEDICINE FOR PRINTER PATRONS.

BY GEORGE W. TUTTLE.

A conscience that says: "You promised, now shell out!"

A printer who has never yet passed his ideals on the road.

A hope that ever says: "Believe I can better that job a little."

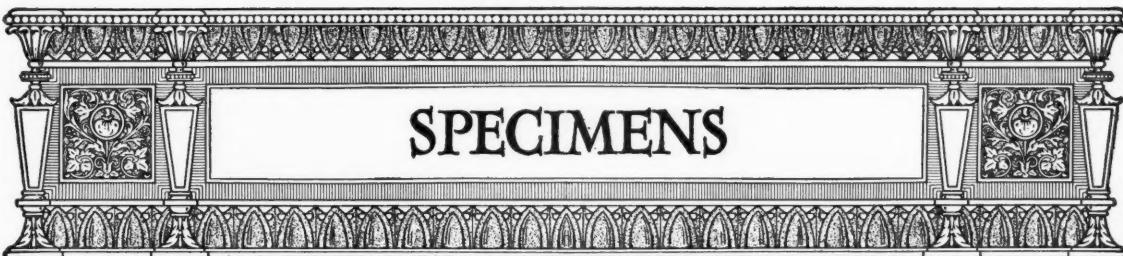
A relentless war against the good that is the enemy of the best.

Workmanship that says, emphatically: "That job must be done right!"

One hundred and fifty pounds — more or less — of human sunshine on the job.

A human interest that echoes, over and over again: "Do your best for your patron — *your best!*"

Unquenchable optimism; the kind that says, when times are hard: "They are going to be better."



# SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

HARRY B. JACOBS, Auburn, New York.—Your business card for The Jacobs Press is dignified, yet interesting and attractive.

THE CRAFTSMAN PRESS, Naperville, Illinois.—Your stationery is excellent, good taste being exercised in selecting the colors of ink—brown and green—for printing the excellent design on the brown stock. The announcement folder is also plainly a quality piece.

EARL ARMBRUST, Cincinnati, Ohio.—"Moving Day," the folder by which you announce removal

ity. Rule borders appear very bad, especially since portions are scarcely visible. The title page is very confusing, due to the lack of contrast in size between the lines thereon, the uniformity of spacing groups and the large amount of decoration employed. The page does not hold together as an entity.

WALKER BROTHERS, Fargo, North Dakota.—Small blotters and envelope stuffers featuring interesting mottoes and epigrams, to which the name of your firm and business are subordinated, are interestingly treated from the standpoint of display, are

duced in miniature on the third page. It is for the Japan Paper Company and featured by a large illustration of the Sphinx at the top and the word "Tokugawa" at the bottom, that being the name of a Japanese hand made paper carried by the Japan Paper Company. If the paper, with which we are not familiar, measures up to the standard of the poster it is some paper.

GEORGE O. McCARTHY, Hartington, Nebraska.—While we consider your use of color rather too extravagant on the letterhead for the *News*, on which appears an illustration of a sport in the act of saluting, we must admit that there is a large measure of character and not a little punch in all the letterheads submitted. Of the several arrangements sent us we prefer the one in which the line, "The Home of Good Printing," appears in large type across the top. While this arrangement is not at all conservative or conventional, it is a good advertising letterhead and is not bad as a design. It can be read at a glance, thanks to the separation of different parts by distinctive display.

DAVID J. LESTER, Pittsburgh, Pennsylvania.—The invitation to the initial dance of The Sutton Press Employees Association is neat and refined, also, happily, well displayed and attractive. We regret that the black prints over the orange monogram, making color separation impossible, for we should like to reproduce the card. It is good to see the employees of a printing establishment banding



to your own new home, is excellent in text and treatment. The warmth of your welcome and the interesting nature of the announcement should be appreciated by all your friends.

KYLE PRINTING COMPANY, York, Pennsylvania.—The cover for *Trade News* is entirely too "fussy." Rules and ornaments are featured and type is reduced to a whisper. Excessive paneling as done on this cover is out of place in modern type display. The ornaments at the top are not significant.

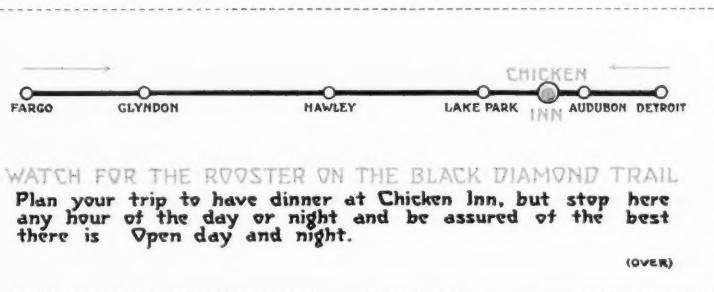
PIERCE PRINTING COMPANY, Fargo, North Dakota.—Your card for the Chicken Inn is effective in idea and treatment, and the lettering and printing are above reproach. The idea of locating the Inn with a "road map" as on the reverse side is clever. Our compliments are extended on this altogether unusual piece.

W. E. SCHET, Lamberton, Minnesota.—Our sincerest compliments on the typographic excellence and novelty of the folder "Are You a Quitter?" and the "L. S. A. L. Ry." ticket "Over the Red and Yellow Trail." Our admiration for the cleverness of your ideas is only exceeded by that for your stamina as a man. More power to you!

ANOTHER interesting collection of specimens has been received from the printing department of the Schenley High School, Pittsburgh, Pennsylvania, which indicates not only talented boys but capable instructors in the art preservative of all arts. Programs are especially good, in fact, they are the outstanding features of the collection.

KRUSE PUBLISHING COMPANY, Vinton, Iowa.—Both styles of stationery are good, but, while there is considerable distinction and character in the gray form, we prefer the one on white paper because it is more effective in display and far more legible. It is also more dignified, and that without being in the least senile, weak or commonplace.

LANGLADE PRINTING COMPANY, Antigo, Wisconsin.—The folder, "Ke-No-She-Ea," is poorly printed, make ready not having been properly done to even up the form, while impression is too weak and ink insufficient in amount and of inferior qual-



Front and reverse side of interesting advertising card for a roadhouse—if they call them that in North Dakota—produced by the Pierce Printing Company, of Fargo. The manner of locating the place for automobileists by a sectional road map is an idea that may prove suggestive to our readers.

done in wholly pleasing color combinations, and are exceptionally well printed. Display is effective in every instance.

H. M. PARKER, New York city.—The L. Middle-ditch Company is fortunate in having in its organization so capable a designer and typographer as you. The souvenir booklet, "The Cup Races," is one of those delightfully pleasing and beautifully printed things which one sees but seldom. The pressman has followed up your own good work with the same degree of skill, so that the complete product reflects great credit upon the L. Middle-ditch Company as a whole. Your blotter for June is of uniform high quality. Let us see more of your fine work.

THE HOLMES PRESS, Philadelphia, Pennsylvania.—We have enjoyed looking over much of your fine product, but, unless we have forgotten some equally handsome, the folder, "Reproduction of a Recent Poster," obtains our verdict as your most attractive piece. The poster in question is repro-

together in a social organization fostered and encouraged, and doubtless partly supported, by the company. Such an arrangement, we are sure, will redound, as it should, to the benefit of employer and employee alike. We think such an organization can be depended upon for a superior product.

FLOYD H. LINCOLN, Walton, New York.—Seldom do we see small and ordinary forms so tastefully designed and printed. Work that is usually sent through the shop as unworthy of refined treatment, and which comes out a garbled mess of conglomerate types, is given a fine appearance through good taste in the selection of types, good judgment in their arrangement and care in the use of colors in printing. It is good work all the way through. The only point requiring correction is the rather too high placement of the main group of the cover for the Walton school's catalogue. If this were lowered just a pica or perhaps eighteen points the effect would be improved, for, as printed, there is a suggestion of top heaviness in the design.



Display page from interesting booklet entitled "Trekking," issued by Rickard and Sloan, Incorporated, New York city, specialists in mechanical advertising, to announce new quarters. The page shows four specimens of this organization's work.

B. W. RADCLIFFE, Macon, Georgia.—Specimens are excellent, as usual. Especially clever are the envelope stuffers for The J. W. Burke Company, your employer, one of which, characteristic of the general run, is reproduced. Colors are invariably selected and used with good taste.

A. W. McCLOY COMPANY, Pittsburgh, Pennsylvania.—Your folder announcing Mr. Jones' services is interestingly gotten up from a display standpoint, the colors are decidedly pleasing and the stock is excellent. The best of presswork rounds out a piece of work of which you may all feel proud, especially the member of your organization who designed it.

JERRY HARTSHORN, Portland, Oregon.—Specimens of advertising for The Service Press are exceptionally well designed and printed. There is also an air of difference and distinction in your treatment that is worth much in a field which, we regret, offers too little opportunity for variety in good taste. Our compliments are extended on your skillful and intelligent craftsmanship.

LOUIS A. LEPIS, New York city.—The rough layouts for the various advertisements of Mallory hats will demonstrate these layouts to be the foundation for exceptionally forceful and impressive ad-

vertising. As you state, they show how one uniform and consistent style can be had and at the same time different pleasing arrangements obtained when the idea of simplicity is kept in mind.

The "Como Herald," Como, Texas.—The poster, "Big Home Coming Picnic," is neat. The type is of a good size for reading at a distance. Possibly the entertainment features should have been brought out in display rather than run in the body. The airplane, at least, should have been emphasized. On the whole, however, the poster, which was doubtless also run as a page in the *Herald*, is very good.

GRAND CENTRAL PRINTERS AND STATIONERS, New York city.—The blotter sent us is forceful, although we believe if it were less so it would be used longer and perhaps prove more productive. We are sure the average business man who is in a position to place good orders for printing appreciates a more refined design and a blotter with a smooth surface on the printed side. Rubbing over the rough surface of a blotter is decidedly irritating to a great many people.

OTTO H. WISE, Cleveland, Ohio.—Most pleasing of all the good specimens you have sent us is the program and menu for "Cleveland's Golden Story Banquet." Typography in Goudy Old Style, one

of the latest of type faces—and, incidentally, one of the finest—is neat, refined and legible. Simple display printed in black with a plain rule border in gold on white deckled edge paper creates an effect wholly in keeping with the dignity and character of the event.

RICKARD AND SLOAN, INC., New York city, an advertising organization specializing in technical publicity, has recently issued a handsome booklet entitled "Trekking" to announce the removal of the offices to larger, lighter and more convenient quarters at 25 Spruce street. The booklet is itself an excellent example of craftsmanship, paper, typography and presswork combining to produce a most agreeable effect. The notable feature, however, is the display made of advertisements prepared by the company in the final pages of the booklet. One of these page groups is reproduced herewith just to show how machine and technical advertising, ordinarily humdrum and commonplace, can be given life and interest when molded by master hands who specialize in that class of work. There are some good lessons in these four advertisements for all who are interested in the art and practice of type display.

JAY D. RUDOLPH, Oswego, New York.—The senior number of *The Vocationist* is praiseworthy all the way through. The cover is pretty, although we do think the display is a little weak for the dark blue cover stock used, and when we consider the greater strength of the border, which is printed in gold and embossed. Understand, we think it pleasing as it is—decidedly so—and would not want to take away one whit from your satisfaction by finicky criticism. The title page is a beauty, in fact the text as a whole would be difficult to improve upon. Presswork is also excellent, although not perfect, which is all the more creditable since the

## Oh, Gee! Just Listen to This



"Please enter our order for ten thousand letter heads. You may take for your copy the sheet enclosed, and we leave the matter of cost, arrangement, design, colors, etc., to your discretion, for we know of no printer in the South better qualified to give us the class of work demanded for our business, and we have always found your charges satisfactory."

*The J. W. Burke Company  
Printers and Stationers  
Macon, Ga.*

JULY 1920

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Attractive envelope stuffer or blotter design by the "Georgia Peach" of printerdom, B. W. Radcliffe, of Macon, who ought to be as big a drawing card for The J. W. Burke Company as the famous Tyrus Cobb is for the Detroit Tigers.

dull coated stock does not present the best possible surface for printing fine screen halftones. If the engraver is advised in advance that plates are to be printed on this kind of stock he will etch them deeper and make it easier to secure good results. Again, our compliments.

WHEN it comes to the production of small de luxe books, books in which character and beauty are of prime consideration, there is no safer place to go than to the shop of William Edwin Rudge, New York city. The latest example of Mr. Rudge's unusual craftsmanship in this respect is "Political Summary of the United States — 1789 to 1920," the text of which is clearly indicated by the title. Thirty-two pages of text are printed on Japan stock, while the board backs are covered with gray hand made paper, the title being gold stamped across the top edge of the first cover in an altogether bold and unusual manner. While, as a design, this arrangement is subject to doubt, the general good effect saves the situation, while the novelty, of course, has considerable value.

L. N. CASHION, Winston-Salem, North Carolina.—The letterhead for the Barber Printing Company is a handsome one. The type is large enough to give a good measure of force and distinction to the effect, yet it is of a series that, in capitals, provides the maximum of dignity and refinement, Cloister Old Style. The card announcing the Fourth of July closing of the Wachovia bank is also good, excellent judgment being exercised in the use of large type, as the card must perforate often be read at some distance. The blotter, "Don't Fool with Bombs or Bum Printing," with a calendar for July, is appropriate for the occasion, striking, and sure to get attention. We regret the use of the extended capitals for the second display line as they greatly mar the effect of the form. This, in fact, is the only point which, in our opinion, demands correction.

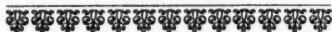
THE MANGAN STUDIO, St. Louis, Missouri.—We have thoroughly enjoyed looking over the large collection of hand lettered commercial specimens. Particularly interesting are the letterheads, of which you sent a large number. One can see at a glance what an advantage the letterer has over the worker with type and utilities when it comes to getting up letterheads that are distinctive, unusual and striking.



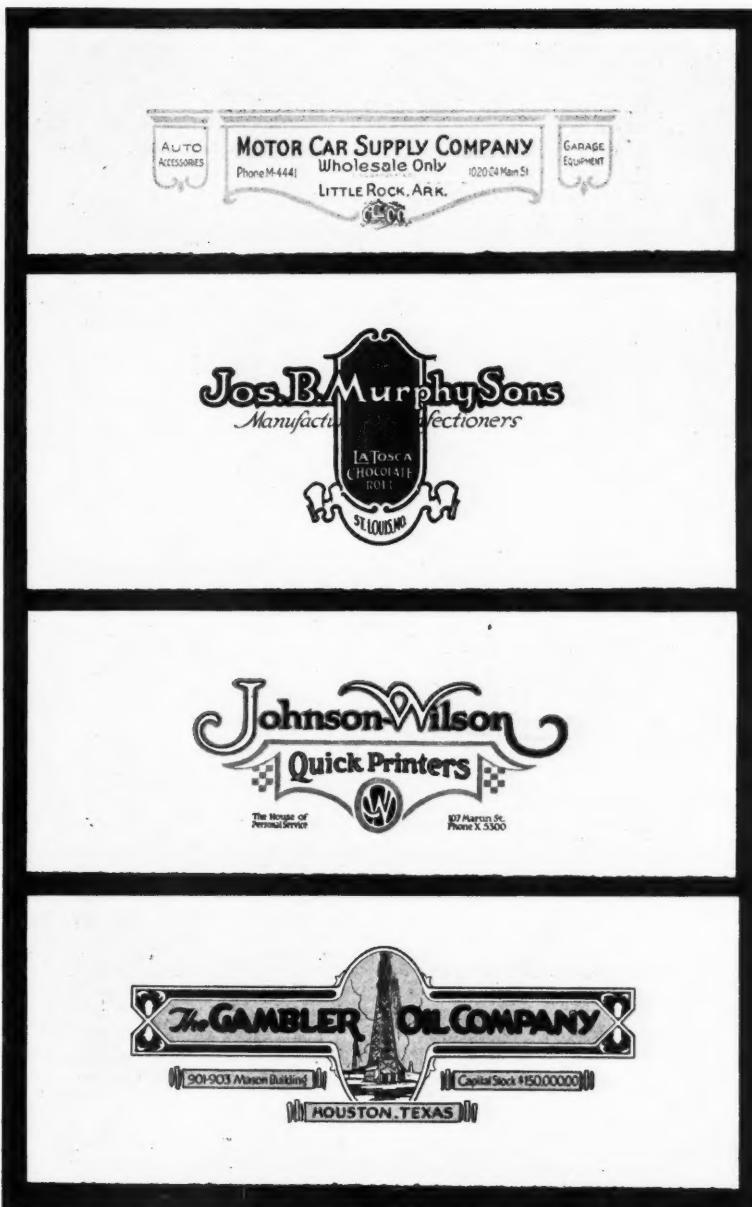
IF  
the price of paper goes  
any higher, they're going  
to make shoes of  
leather again



MACGREGOR-CUTLER PRINTING CO  
PITTSBURGH - PENNSYLVANIA



The text of this envelope stuffer is as clever as Arthur C. Gruber's typography is neat and attractive. You should see the original, clearly printed on fine quality white laid stock.



The Mangan Studio, St. Louis, Missouri, specializes in doing uncommon things in the way of stationery and advertising designs with ink and pen. These unusual letterheads are samples. The Murphy design was in bright yellow orange and blue; the oil company's heading in black, light blue and yellow orange; the Johnson-Wilson design in gray, with a brown hue, and deep brown; while the motor car company's attractive form was printed in full tone and tint of blue.

ing. While the compositor has at his disposal various devices for varying the effect of his display, it is plain that when every good type face is used over and over again it becomes more or less familiar, hence there is probably no such thing as a letterhead printed from type that is wholly different. In your hand lettered letterhead there is far more distinction than is possible with type and there is a freedom of effect that is also refreshing. While the general design of the letterheads — and, of course, their companion pieces, envelopes and cards — is worthy of high praise, the use of color is about the best we have seen in work of like nature. Striking effects are obtained, within harmony, that are a delight to the eye. Several letterheads representative of the class

of work you do are reproduced, and while much of their original beauty is lost through enforced reproduction in halftone, one can yet see how really clever and interesting they are.

BEN W. DAVIS, Montgomery, Alabama.—While we can not say we like your new letterhead as a design, we must admit it has a lot of punch. It is decidedly unusual and the colors are good, except that the orange is too weak, we think, for the Typotheta emblem. This is true, however, mainly because of the extreme blackness of the panel above. Our dislike — and it is not great, mind you — is occasioned mainly by the shape of the reversed panel, although the type below has been cleverly arranged to balance with the little "up shoot" at the top of the panel. We believe the same idea would be improved if the "up shoot" were made a "down shoot," the word "The" combined with

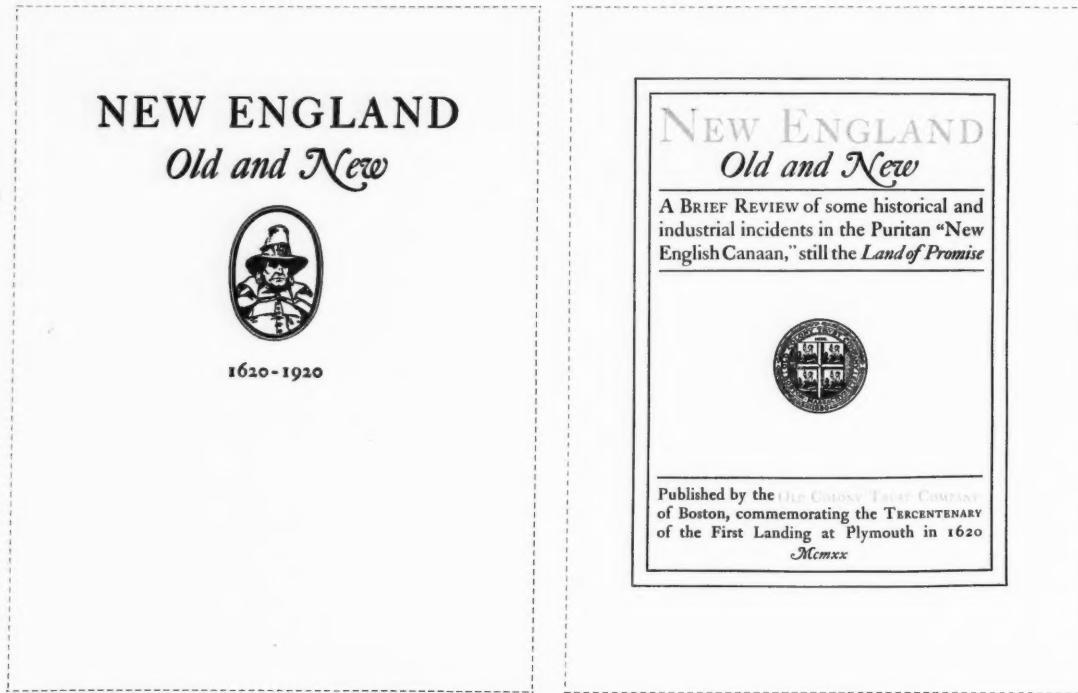
October, 1920

the other words of the firm name and the emblem in reverse in the extension below, which would have to be made larger and deeper to accommodate it.

BURCOLL PRINTING COMPANY, Middleport, Ohio.—The lack of harmony between the Wedding Text and the Caslon is not pronounced, because of the small size of the latter. We do not admire the italic capitals and are sure you would like the heading better if the lines set in the slanting letter were

COCKLE PRINTING COMPANY, Omaha, Nebraska.—Design is good on all the specimens you have sent us. There is room for improvement in the selection of type faces, as regards harmony, when more than one style is used in a design and also in selection from the standpoint of appropriateness to the subjects treated of in a design. We note in one of the letterheads the combination of an extended block letter, Copperplate Gothic, and a condensed text

of colons, etc., at the ends is a makeshift at best which does not accomplish the purpose for which it is intended. The points do not actually lengthen the lines as desired, for the simple reason that they do not occupy as much space as the letters of the type face used. The short line appears short just the same, as reference again to the specimen in question will prove to your entire satisfaction. The menu cover for the Far East Cafe is striking and



The Colonial typography is in thorough keeping with the subject, an historical sketch of New England issued by the Old Colony Trust Company, Boston. Cover and title page are not the only attractive and interesting things about this booklet, for all other pages are in thorough accord.

set in upright Caslon. The most pronounced bad feature of the design is its lack of shape, or rather its poor shape. It gets wider toward the bottom, an effect that is not agreeable—that is, not nearly so agreeable as when the design tapers down, making the general effect that of an inverted pyramid. If you will work to that end and change the italic caps to roman caps, or italic caps and lower case, we are sure you will find a great improvement with the same general types in use. The subhead, now in italic caps, is too weak, considering the importance of the matter, an outline of the firm's product.

FRED M. HOWELL, Decatur, Illinois.—The letterhead for Catlin's Advertising Service is wholly unusual as to treatment and is quite effective. It would be more so, we think, if a more attractive type face had been used. If a bold style were desired, which is not necessary in view of the large amount of white space, a letter on the order of Cloister Bold or Goudy Bold would have been much more satisfactory, because they are more attractive than the style used, Litho Roman, which appears out of place in anything but conventional designs such as steel and copper plate printers and lithographers employ. The blotter is very poor indeed. There are so many points of interest so widely scattered and set in so nearly the same size of type that the effect is quite dull and uninteresting, and not at all readable. A grouping of related lines in regular order with the white space massed between groups rather than almost equally distributed throughout the design would have resulted in a much more interesting and readable design than the one you sent us.

letter, Engravers Old English. There is nothing whatever in common between these two styles of type. The former is crude and severe in design, whereas the latter is decorative and artistic. Large geometric squares such as are used in the corners of the blotter for the public stenographer detract rather than add to the attractiveness of forms in which they are used. Furthermore, they detract from the type by demanding the greater attention because of their greater prominence. A symmetrical arrangement of the matter on the blotter, "Let Us Print Your Next Order," would have proved more pleasing, we are sure. Furthermore, the practice of lengthening short lines to a desired measure, in order to square up with other lines, by the use

satisfactory, although a more attractive type face would add to its attractiveness without detracting from its effectiveness.

The Grandview Herald, Grandview, Washington.—The high school annual *The Yelamar* is attractively gotten up, the good stock and fine presswork being largely responsible for the fine appearance it makes. Typography of text is neat and satisfactory, but we would prefer to see the body set in one size larger type and arranged in two columns instead of in one. The advertisements are also good, but the fact that the rule borders are often bowed inward because improperly justified, and do not join at the corners and where pieced as closely as they should, detracts somewhat from their otherwise satisfactory appearance. We do not get the idea of the "straggly" arrangement of the letters in the name of the title on the cover, but there may be some significance that makes this otherwise poor arrangement permissible. The commercial specimens—that is, your letterheads, envelopes and checks—are somewhat too "fussy," although they create a strong impression at first glance. We say too "fussy" because they are not likely to wear well, which is just as important as making a strong first impression.

DOUGLAS McGREGOR, Phoenix, Arizona.—The letterhead for Douglas & Co. is very neat and dignified, and the manner of arrangement makes it somewhat unusual as well. An arrangement of the different services rendered by the company in which each item would have a line to itself would make the heading more clear. Spacing between words of the last line set in black letter is entirely too wide. If you



Unconventional treatment for hand lettered business card which holds a suggestion, we are sure, for many workers with type.

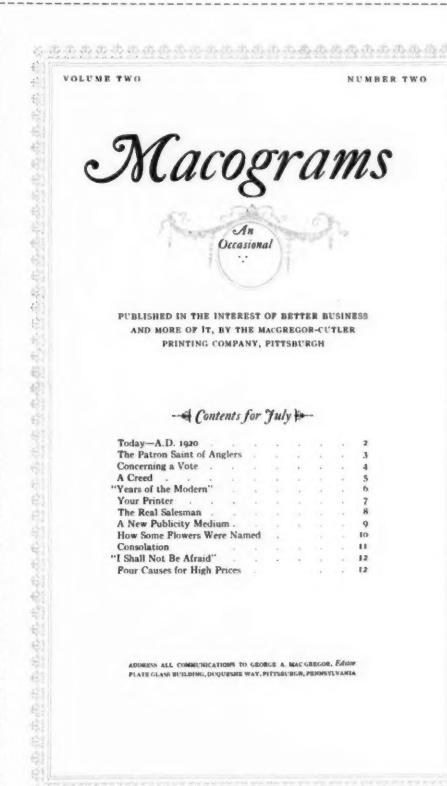
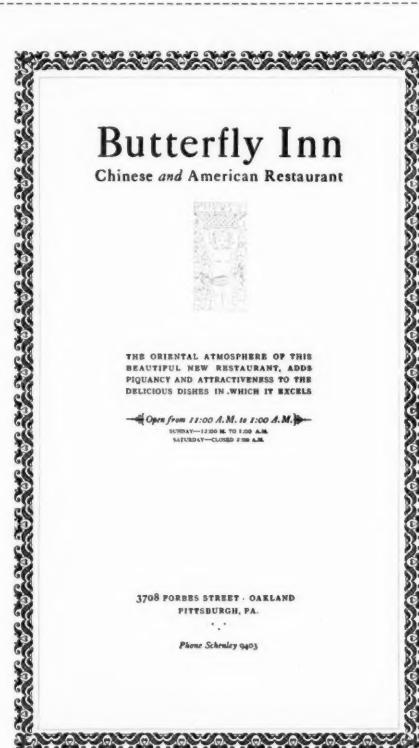
considered it essential, as it was not, to have that line the same length as the one above, it should have been lengthened by paper spacing the letters rather than by increasing the space between words. Text styles depend for beauty of effect upon close and compact spacing, which is simply carrying out the idea of the letter as wide spacing does in roman capitals. Text, as a rule, should be close spaced and ought not to be letter spaced at all, in spite of the fact that we told you above it was preferable to such wide spacing between words. The last line should have been shorter, pyramiding with the other two lines of the same central group. The letterhead for the Arctic Fashion Store is striking to say the least, but the harmony of blue, red and light olive is not a pleasing one. The effect would

had only six years' experience — four of which were in the school — and when it is considered that dull coated stock was used. Some of the plates were perfectly printed, but there is considerable "picking" on others. Some are printed quite light, while others are dark. On the whole, as stated, the work is decidedly meritorious.

DENTLER PRINT SHOP, Milton, Pennsylvania.— Most of the specimens sent us are of good quality, the simpler forms being especially so, as are also those which are featured by blind embossed panels made by the Ellis method, of which your letterhead is the most attractive example. The embossed design on the heading for the Bijou Dream (theater) is quite clever, it being a combination of an arch with square panels at the top, from which curtains

good school paper, but the page margins are too nearly equal; the top and back margins are too wide in proportion to the width of the front and bottom margins. The rule is to have the margins increase by pleasing steps from back to top, to front and to bottom. The cover for the "Senior Number" would be more attractive, we believe, if the monogram design were simply blind embossed, if only the type matter at top and bottom, and the Liberty statue, were printed. The effect of embossing, especially shallow embossing, is largely nullified when the design is also printed. Again, hold yourself back from too general use of capitals.

SERVICE PRINTING COMPANY, Martinsville, Virginia.— Stationery forms submitted by you, while short of excellence, are nevertheless satisfactory and



When it comes to getting up genuinely artistic (we use the term advisedly) title pages, Arthur C. Gruver, of the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania, blazes the path for many admirers. Here are a couple more to help "the boys" along.

have been much more pleasing if the border were in light blue instead of light olive and if the red inclined more to orange.

FREDERIC H. CRANSTON, Norwich, Connecticut.— Considering the circumstances of its production *The Mirror*, annual publication of the senior class of The Norwich Free Academy, is a remarkable publication. The typography, on the whole, would be creditable to a commercial printing plant, a remarkable fact when it is known that this part of the production was in charge of four students of the printing classes. The color, a light buff, used for printing the rule border which appears on each page, is just the thing. It creates a dainty, pleasing and wholly dignified effect that is in thorough keeping with the nature of the book. Margins are good, although, as a matter of fact, they would be better if those at the back were slightly larger. The dignified and pleasing effect which results from the consistent use of Caslon Bold for the display of the advertisements in the back part of the book is commendable. The harmony of effect in this respect is wholly unusual in work of this nature. Presswork, while not perfect, is commendable, especially so when it is considered that the young man responsible for it is just twenty years of age, has

hang down at the sides. Most effective results are secured from this method when the embossed panels conform to the shape of the type groups which they surround. In this respect the heading for the Bijou is not wholly successful, and the billhead for your own business is all but a complete failure. The type of this last named design does not shape up at all well as a design. The embossed panel only partially overcomes the ill effect caused by the poor shape of the type design, which is inferior not only because of poor symmetry and balance, but also because of the fact that none of the three type faces used harmonizes with the others. It would pay you to procure and study some good book on typography in which stress is placed on the principles of art and design which apply to type display. We note in your work a tendency to use capitals excessively. Capitals should not be used in mass, or for the bulk of any display, but should be reserved for occasional display lines and signatures, where the contrast afforded by their limited use gives good emphasis. To use capitals exclusively — even largely — overcomes the advantages their occasional use may provide. There can be no distinction, therefore no emphasis, between too many similarities, and, besides, capitals are difficult to read. *Orange and Black* is a

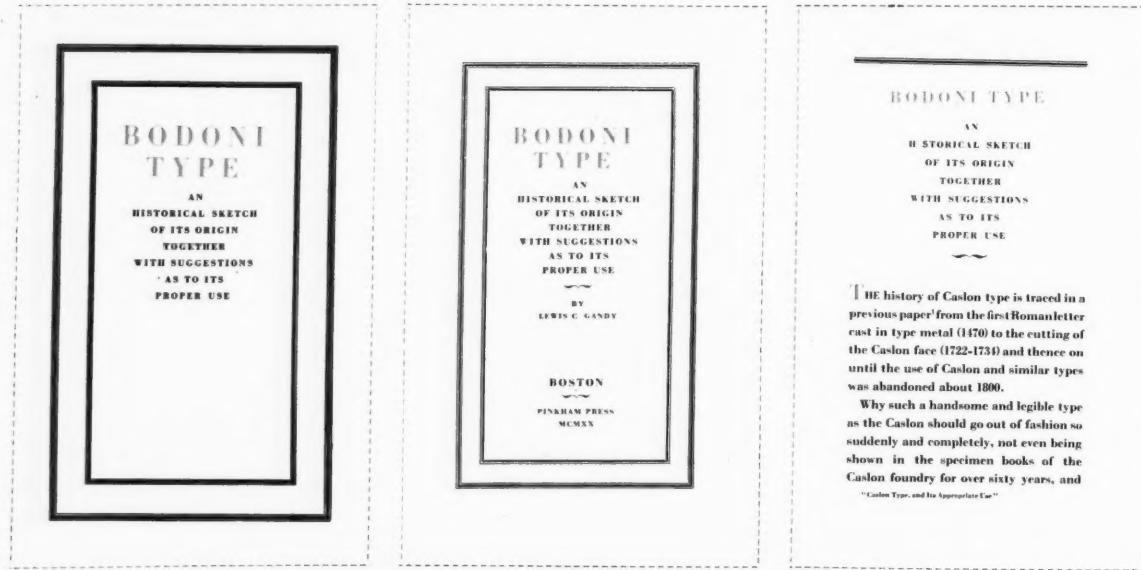
well above the average of specimens submitted to this department. Your own letterhead is very good indeed in so far as typography and design are concerned, but the presswork is not as clear and sharp as we would prefer to see it. The trouble, it seems, is with ink that is too greatly reduced and with too soft an impression. Bond papers require a firm, hard impression and a tacky, stiff job ink. The red ink is very weak and is not of the correct shade to make the black look "snappy." Reds to be used with black to best advantage should have an orange hue, when they will reflect a blue cast in the black. Reds of the carmine variety, having a bluish hue, make blacks used with them lifeless and gray. The effect is scattered in the letterhead for the Reed & Davis Photo Company — there is not that effect of unity that is always desirable. The heading for the Virginia Electric Company, while excellent from an advertising standpoint, appears crowded and rather jumbled at the sides. Smaller type for the "ears" and a little more white space would improve the effect wonderfully. The red is displeasing on this design also. For the Childress heading, the shade of red harmonizes in color quite well with the green, although it is too strong. It should have been weakened somewhat to conform to the green,

## THE INLAND PRINTER

October, 1920

which is almost a tint. Spacing is very careless in this design, there being too much space between words as compared to the space between lines. The arrangement generally is not orderly and shapely. Space does not permit of more pointers here, but we shall be glad to consider other specimens of your

which it gives customers of the house and those it hopes to make customers. Aside from that, there is the very valuable impression such a booklet creates that the designers and printers of the booklet are experts in the use of type. To better acquaint our readers with this booklet, several pages are shown.



Three pages from booklet on the Bodoni type face issued by The Pinkham Press, Boston, Massachusetts. It was designed and edited by Lewis C. Gandy, formerly editor of *The Printing Art*.

work in which we may find other points to comment upon. We hope you will study the specimens reproduced in this publication and that you will read the reviews of other men's work. By doing that you can obtain many pointers which, obviously, can not be given each and every contributor individually.

FULLER & SMITH, Cleveland, Ohio.—An advertising agency that gives more than the usual attention to the printing of the publicity matter it prepares, Fuller & Smith, Cleveland, Ohio, leaves nothing undone, or poorly done, to weaken the force of the impression and appeal. Good copy poorly dressed can not be good advertising, a fact that Fuller & Smith appear to fully realize, judging from the fine collection of direct advertising forms sent THE INLAND PRINTER. Noteworthy examples in the collection are those for Aluminum Manufacturers, Incorporated, manufacturers of the famous Lynite pistons, the advertising of which has always been "top notch." Other excellent examples of direct advertising are those for Lynux bronzes, the Gainaday washer and wringer, the Westcott automobile and Robertson process metal gypsum asphalt. The fine papers, the clever artwork and the colors are the outstanding strong features of the work in so far as physical appearance is concerned.

WE do not hear from the Pinkham Press of Boston often, but when we do it is with something altogether unusual. Through the kindness of Lewis C. Gandy, formerly editor of *The Printing Art*, but now with the Pinkham organization, we have been favored with a copy of a booklet, "Bodoni Type," which is described as "an historical sketch of its origin, together with suggestions as to its use." The text is decidedly interesting and illuminating, as are also the specimens of Bodoni's own work and those of Mr. Gandy with the modern development of the great Italian's characteristic letter. As an element in the publicity scheme of a printing establishment, such a booklet has value in the advice on the use of type

J. O. MAY, New York city.—The work you are doing with the Eagle Printing Ink Company merits high praise. Especially good are the folder and card designs for use by the company's salesmen in announcing to customers the dates of their calls. Besides fulfilling every purpose as announcements,

## BODONI TYPE

Bodoni type, except the light Bodoni Book of the American Type Founders Co., is quite unsuited for use with light, del-



Illustrative treatment in harmony with Bodoni type.

icate pencil or wash drawings. With illustrations of this kind it is best to select one of the modernized old style faces. But with strong, bold pen drawings such as the one reproduced on this page, Bodoni type is in perfect harmony.

[28]

A page from Mr. Gandy's book, "Bodoni Types," to demonstrate the style of illustration which harmonizes best with Bodoni type. There's a lesson in harmony here for those who examine type and illustration and compare their points of similarity.

these folders, thanks to your ingenuity, serve as ink samples and suggestions for color combinations at the same time. Each design is used for four trips, but the color combination is changed each time. The only fault we have to find with any of these forms is that small type is sometimes printed in colors such as orange and yellow, which colors, although bright, are weak in tone and therefore unsuited for small type. The combinations are especially pleasing on the card design, the one in Medium Brown No. 16543 and Light Olive No. 14638 being favored by the writer. The use of these colors in the design gives an effect that is colorful without being in the least bold.

T. W. McCLELLAN, Winter Haven, Florida.—Frankly, neither of the letterheads for the Florida Chief Publishing Company is well designed or printed. The worst offender is the paneled design. The large amount of copy is emphasized by the treatment given it. The space required for the intricate panel arrangement could have been used to better advantage to throw white space about the several parts and to permit of setting some of the matter in wider measure. Three type styles utterly different in design are used, and one of them, the shaded letter used for the main display, is a style which has nothing to recommend it for typographic work. Another serious fault with this design is the use of light orange for about ninety per cent of the design, including small type, which is all but impossible to read by lamplight. The line, "Fine Commercial Printing," and the arched rule corner printed in black, loom up like a skyrocket in a dark sky. The major part of any typographic design should never be printed in a warm color, which should be reserved for a line or two, or a spot or two of ornament, to brighten the effect and to lend emphasis through change of color. Purposeless ornament adds to the confusion resulting from examining this letterhead. The other arrangement is simpler and therefore far better.

# Collectanea Typographica



By HENRY LEWIS BULLEN

## Begin and Win!

Lose this day loitering, 'twill be the same story  
 Tomorrow, and the next, more dilatory;  
 Such indecision brings its own delays,  
 And days are lost lamenting over days.  
 Are you in earnest? Seize the very minute!  
 What you can do, or think you can, begin it!  
 Action has genius, courage, and magic in it;  
 Only begin it, and the task grows easy;  
 Begin it; and the task will be completed.  
 —Goethe.

\* \* \* \*

## In Business for Three Centuries.

LES Imprimeries G. Gounouilhou, of Bordeaux, France, celebrated its tercentenary by issuing its history in a large quarto of 664 pages, liberally illustrated: "Une Imprimerie Bordelaise, 1660-1900." The opening chapter gives a lucid review of the history of printing in Bordeaux from 1486 to 1850. The establishment now so admirably administered by M. Gustave Gounouilhou was founded by Francois Budier and Arnauld Du Breil in 1606. Reproductions of title pages done by this partnership in 1601 prove their ability and excellent taste as typographers. Budier dropped out in 1607, and Du Breil continued until 1615, when Pierre de La Court, a relative and apprentice of Budier, acquired the proprietorship, which remained with the La Court family until 1812, when, as there were no survivors of that family, the business passed to Louis Faye, who had been manager for the widow of the last La Court and was himself of a family which had been in the printers' guild in Bordeaux since 1674, if not earlier. The Fayes carried on until 1851, when Gustave Gounouilhou succeeded them, being in turn succeeded by his son, Henri.

The book before us discloses a succession of master printers, proud of their achievements and history, preserving the documents, imprints, printer marks, wood and copper engravings and other memorabilia reproduced on its pages,

keeping up with the developments in processes and mechanical appliances, securing from period to period their due honors, steadily prospering, and now stronger than at any other period. The Gounouilhou firm does general printing



Colossal Monument to Gutenberg, Fust and Schoeffer in Frankfort, Germany.

Erected by subscription under the auspices of the printers of Frankfort-a-Main, it also serves the purpose of a fountain. The four seated figures represent the civilizations of the four great continents. Of all the monuments in Europe none commemo rates a greater event than that which these three men inaugurated. Let us take pride in that fact!

and lithographing, publishes books, prints daily, weekly and monthly newspapers and magazines which it owns. In a view of the pressroom we find four large perfecting presses, and in all departments a numerous working force, two to three hundred persons we suppose. In 1859 M. Gustave Gounouilhou purchased L'Hotel de la Gironde, a palace, with its grounds, within the city, originating in the sixteenth century and the residence from time to time of many noblemen and high ecclesiastics. The purchase price was 173,900 francs. The beautiful facade and garden were preserved, the interiors were altered to accommodate the executives of the printing and publishing departments, and spacious workshops were erected in the

rear. There is much that is fine in the history of this temple of typography, where business is conducted in a spirit of scholarship amid beautiful surroundings. There are none of the hard, unsentimental and frequently dirty aspects which prevail in too many of our printing houses, and there is withal a full measure of material success. Will there ever come a time when an American printing house will issue a history of this kind, thorough in its compilation and creditable as an example of the printing art? Such an achievement would be worthy of any printer's ambition, and with it there would be more pleasure and satisfaction than in a visionless life which cries out sordidly: "Eat, drink and be merry, for tomorrow we die."

\* \* \* \*

## A Practical Man's Books.

THE large private office of Thomas A. Edison is a most interesting place, full of invaluable souvenirs of his career and testimonials to his splendid achievements. It is a lofty (two-storey high) room, with a gallery around. It is arranged in alcoves, in which his secretaries work, and the walls of these alcoves and all other walls under and above the gallery are packed with books. There is a consultation room next to the office, and its walls from floor to ceiling are filled with books. (There are no decorations for a living room more impressive than books and pictures.) And in the laboratory, in which important experiments are carried on by day and by night, there is a larger library.

Edison, like Graham Bell, is a student of books, loves books, buys books, and likes to have about him men of the same dependence upon books. Had Edison continued as a printer, instead of turning to telegraphy, we feel sure he would have been a shining light in our art. There would be more shining lights in our art if American printers loved the literature of their art more. Comparatively few of them know that printing has a literature, and that's the reason — and no other — that the average

employing printer ranks with the plumbers, blacksmiths and cobblers in the business world; and, great Heaven, what a mess they make of printing! One can not get anything out of one's head unless one has put something into one's head. Knowledge doesn't grow; neither can it be inherited; it is acquired.

\* \* \* \*

#### An Important Event.

**A**LDUS MANUTIUS of Venice was the first to print books in a small format. He achieved condensation of the text by introducing his italic types in 1501 in his "Virgil," after which he issued in fourteen years ninety-two editions of the same size, thus reducing the cost of books and creating a new world of readers. The size of the small Aldine editions is 4 by 6½ inches. Aldus' small types and formats were quickly copied, and led to the making of small roman types. This idea of Aldus, so thoroughly put into effect, was a more important event in its far reaching benefits to mankind than all the battles of Alexander, Caesar, Cromwell, Napoleon, Washington, Grant and Foch. Doubtless this statement will be disputed by a majority of those who read it, so true it is that the people, who pay the piper, insist upon worshiping the "big noise."

Heine, a clear thinking cosmopolitan, admirably expressed this tendency of the human mass to befool itself when he wrote:

Man soon forgets the names of his benefactors. Those of the noble and the good who have toiled for the benefit of their fellow beings are seldom in the mouths of the people, whose blunt, coarse memories retain only the names of their oppressors and cruel heroes of wars. The tree of knowledge forgets the silent gardener who protected it from cold, watered it in sultry drought, and freed it from noxious creatures; but it faithfully preserves the names which have been cut into its bark with sharp steel, and hands them over—always growing larger—to succeeding generations.

\* \* \* \*

#### Collective Advertising.

**T**HE U. T. A. has been advertising collectively for the benefit of all engaged in the industry. The American Association of Advertising Agencies has had page advertisements in the leading daily papers throughout the nation. Here is a hint to printers in the larger cities. Let them advertise collectively to inform the public of the benefits which flow from the use of printing. Advertise the merits of printing, and each participant will be benefited according to his merit.

#### Sir Walter Scott on Printing.

**W**ALTER SCOTT, the greatest of novelists, was a partner in the printing house of the Ballantynes. He drew so much money, beyond his share, from the funds and upon the credit of the printing house, that it was involved in his bankruptcy. It was made to appear in Lockhart's "Life of Walter Scott" that Scott was ruined financially by the bad management of his partners in printing. This statement is too generally accepted by the reading world, though the baselessness of it was proved by the publication (as a refutation) of the whole account of Scott with his partners. This controversy arose after the lamented death of the "Wizard of the North." Scott never upbraided the Ballantynes, neither did they say or write an unfriendly word or line against their illustrious partner. Scott devoted the closing years of his career to paying off his debts, issuing book after book with astonishing speed. The Ballantynes weathered the financial storm and continued in prosperity for more than a century, until their business was merged three years ago with that of Eyre & Spottiswoode, a printing house founded in 1739 by William Strahan, the closest friend of our Benjamin Franklin.

Scott was an ardent appreciator of printing, especially of good printing, of which he was a collector. But whether printing was well or ill executed, he knew its power. In his "Quentin Durward," a late medieval romance, Scott represents an astrologer, Galeotti Martivale, as experimenting with the new art of printing. Louis XI, a tyrant with bloody hands, goes to consult the astrologer, who shows the king the printing apparatus, in which the royal visitor shows a dim interest. Thus Scott:

"Can things of such mechanical and terrestrial import," inquired the king, "interest the thoughts of one before whom Heaven has unrolled her own celestial volumes?"

"My brother," replied the astrologer, "believe me, that in considering the consequences of this invention, I read with as certain augury, as by any combination of the heavenly bodies, the most awful and portentous changes. When I reflect with what slow and limited supplies the stream of science hath hitherto descended to us; how difficult to be obtained by those most ardent in its search; how certain to be neglected by all who love their ease; how liable to be diverted or altogether dried up by the invasions of barbarisms; can I look forward without wonder and astonishment to the lot of a succeeding generation, on whom knowledge will descend like the first and second rain, uninterrupted, unabated, unbounded; fertilizing some grounds, and

overflowing others; changing the whole form of social life; establishing and overthrowing religions; erecting and destroying kingdoms—"

"Hold, hold, Galeotti," cried the king, "shall these changes come in our time?"

"No, my royal brother," replied Martivale; "this invention may be likened to a young tree, which is now newly planted, but shall, in succeeding generations, bear fruit as fatal, yet as precious, as that of the Garden of Eden; the knowledge, namely, of good and evil."

\* \* \* \*

#### A Book to Buy—III.

**J.** L. FRAZIER, printer, now advertising manager of the Seng Company, Chicago, is the author of "Modern Type Display, a Manual in the Selection and Use of Type and Ornaments for Printers and Advertisers," of which he is also the publisher. Frazier is a modest but most able young man, an artist in lettering and decorative design, a succinct writer and a painstaking teacher. His work has adorned THE INLAND PRINTER for the last six or seven years. Therefore, we are not surprised to find his book to be the most practical and complete demonstration of what is good and correct in type composition that *Collectanea* has seen.

The printer who wishes to excel and the advertising man who desires to present his messages effectively will find this book invaluable. It states the principles of good typography and then proceeds to demonstrate them. It presents examples of inferior or bad type compositions and then shows how they may be made good and effective.

The book is a large quarto of 78 pages of text, 32 full page displays and hundreds of practical examples. Not an easy book to write; not an easy thing to prepare the examples; it is well worth its price, \$5.25. It will be a gold mine to all progressives who study it carefully. Send order with check to the Book Department of The Inland Printer Company, Chicago, and say that *Collectanea* advised you to be one of the wise ones.

\* \* \* \*

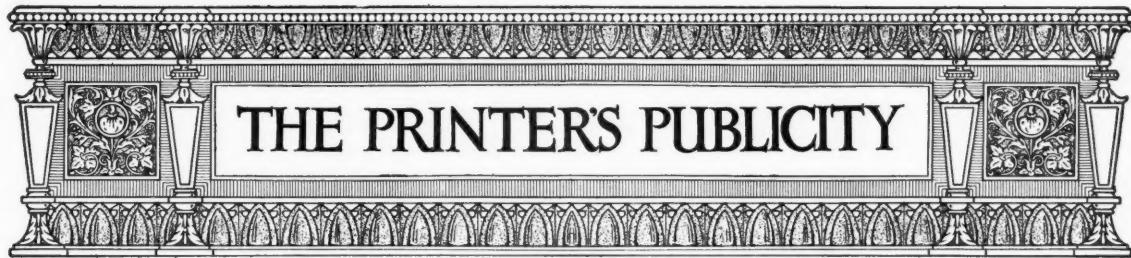
One single idea may have greater weight than the labor of all the men, animals and engines for a century.—*Emerson*.

\* \* \* \*

Nothing is ever done beautifully which is done in rivalry or nobly which is done in pride.—*Ruskin*.

\* \* \* \*

Advertising will win if the thing is worth buying again.—*The Informant*.



BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

### Analyze Your Publicity.

Aside from the message conveyed, every piece of printed matter sent out by a printer is an ad—good or bad—for his business. Many printers who fully realize this make the mistake of attaching little importance to the message. With the resources of literature, centuries old, preserved and propagated by their art, the range of subject matter would seem to have no limits.

Another "school" of printer advertisers place full valuation on both form and message, but in their anxiety to "cash in" they inject too much self interest into the copy.

The potential customer is primarily a reader, seeking what is entertaining or instructive and passing over that which is neither. That which instructs the reader is that which offers him means for improving himself or his business.

How will the reader react?

Entertainment he will more quickly forget; instruction he will retain and pay for in terms of good will. The printer advertiser need not fear that unselfish instruction will go unrecognized or fail to bring a proper return.

### Hall-Gutstadt Company.

Much interesting information on printing inks and paper is presented in the August issue of *The Typo-Line*, published by Hall-Gutstadt Company, San Francisco.

The crude, though attractive, appearance of this issue was intended by the publishers "to show that good workmanship can accomplish a great deal should occasion arise and the best stock be not available, and conditions of the paper market today do not show much promise of as great and varied an assortment of stocks and colors as we have heretofore been accustomed to."

According to the publishers the cover of this issue "is an ordinary rag wrapper used on bundles of cheap news, taken from a large shipment received by us. After being cut up, the sheets were soaked in water to take out the creases and rope marks, then put under heavy weights to

straighten them out. The inside is a light weight rag wrap, and is so cheap that enough stock was given to us to get out this issue."

The informative articles on inks and paper were contributed by Paul W. Shattuck, of the California Ink Company, and F. L. Lange, of Blake, Moffitt & Towne.

Mr. Shattuck deals briefly with the history of inkmaking and the functions of the three groups of ingredients—oils, pigments and dryers.

Mr. Lange in his short article on "New Sources of Paper" points out that many new sources exist, such as cotton fiber, the Joshua trees of the Mohave desert, and immense areas covered with reeds.

"They exist," he says, "but will not be drawn upon until we are willing to pay more."

### Engraving House Publicity.

Several photoengraving houses are scoring regularly with well designed, well written and well printed publicity.

The two cards reproduced on this page (Figs. 1 and 2) are the products of the Eclipse Electrotyping and Engraving Company, Cleveland, and Barnes-Crosby Company, Chicago.

The Eclipse design is a two color, green and black design, printed on cream colored stock. The original measures 3 by 5 inches. It is evidently intended as a "stuffer."

The Barnes-Crosby card is a three color, stop out line and Ben Day job with black, buff and dark blue, printed on white card-board. It measures 3½ by 7 inches, and was mailed as a post card.

### The L. D. Caulk Company.

Synthetic porcelain teeth are a product more limited in sales range than many other things, printing, for example; and yet, judging by the house-organ, *Partners*, I believe that the Caulk organization could sell 'em in Africa—and not for neck ornamentation at that. *Partners* is published by the L. D. Caulk Company, Milford, Delaware, avowedly as "A Magazine for Dental Salesmen." The cover is reproduced on the next page as Fig. 3.



FIG. 1.



FIG. 2.

Whether he is a dental salesman or not, one reads every article in the "Number Four, Nineteen Hundred & Twenty" issue. Occasional terms such as "Dichloramine-T," "Pneumogastric," "Leucocyte," "Cresolform," and others, the lay reader takes as earmarks of technical erudition. These

## PARTNERS



*"The dentist used to be held responsible only for his patient's teeth. Now he is held responsible for his patient's life."*

FIG. 3.

are skilfully blended into professional backgrounds for such readable stuff as romance and sugar coated—or rather synthetic tinted—salesmanship.

Is there anything interesting or difficult in a dentist's matching teeth? I think you'll like the way Dean Topy describes it under the heading "The Good Old Match Box." He says in part: "I have seen an artist mix a little paint on his palette, walk up to the model and smear a dab across her leg. From ten feet away I couldn't see where the paint was. Friend artist had struck a match.

"Suppose we imagine ourselves putting a kit of artists' colors on a dentist's bracket table. Then we ask him to match the color of the skin on the back of his hand. Do you think he can do it? Which way will you bet on the result?

"Give him plenty of colors to work with—everything from chrome yellow to Prussian blue. This will be a great many more than he needs. Brilliant pictures have been painted with nothing more than black, and white, and yellow ochre.

"Now imagine that our dentist friend says he will attempt the job. Most likely he starts with white and adds a little yellow. That doesn't look right. He puts in some vermillion. Then he tries a little blue. All wrong; the more he puts in the worse it gets, and he can't take any of the colors out again. He has to start all over."

This points the way to Caulk's Shade Charts showing "248 different blends—more than enough to match any

tooth in creation"—a very consummate piece of printed salesmanship, which, at the end, leaves the reader in a favorable state of mind.

### The Hugh Stephens Company.

"Meet the Hugh Stephens Folks!" is the invitation of the second issue for 1920 of *Imprint*, house-organ of this Jefferson City, Missouri, printery. A chummy, pleasing piece of institutional advertising is this, which should produce good will both within and outside the organization.

The chief features of the issue are the halftones of the interior of the plant and of the department heads. A pebbled finish tends to give a smoother effect to the tones of the pictures, rendering the halftone dots less conspicuous.

A reproduction of page 9 is shown herewith, giving a view of the monotype casting department and its head (Fig. 4).

### Long-Johnson Printing Company.

An effective argument for the use of color is given in the July issue of *Ideas*, the "infant" house-organ of Long-Johnson Printing Company, Jackson, Tennessee.

"Color, the emotion picture of the mind. When a man has no pep, they say he's colorless; when he's mad they say



**M**EET Orin H. Shaw. He's all dolled up today; but you should see him in his greasy overalls, stowing around over those casting machines! Orin has charge of the casting department—and maybe you don't think he's a busy boy, casting all the body type, display type, border, rules, ornaments and slugs that are used around this place. No wonder we have to employ a night shift!

The Hugh Stephens plant is run on the "no-distribution" system, which means that all type, rule and border from five to thirty-six point is dumped after each run. Everything we produce is printed from brand new type; and as soon as a job is done the type is melted up and the metal re-cast to form new type. Dirty leads, broken type and damaged rules are strangers around the Hugh Stephens plant. Plenty of convenient "hell boxes" and Orin's big type-melting furnace takes care of that! And it's because we always use clean, new type that our finished product shows an even print and a uniform color tone throughout.

There is no limit, practically speaking, to the combinations of Monotype faces. The type have all been selected with due consideration for legibility, tone, and shape harmony. Full series and families of every modern type face are available. Our customers can ask for any style of type they want to use—and we can give it to them via the Monotype!



FIG. 4.

he sees red; when he is a coward they call him yellow; when he's straight they say he's white; when he is loyal they say he's true blue; when he's unintelligent they say he's green; simply because the mind thinks faster in color than any other ways." Continuing, the editor makes this observation:

"When the food is set before you on the table it doesn't have to be accompanied by a lengthy argument to arouse your desire. There is nothing so tempting in the food line as the actual food itself. Next in effectiveness is the reproduction of that food in natural colors. Such reproductions are arousing the desire of millions of readers. This same desire is created for other lines to the same extent by the proper use of color on your printed matter. "Ninety per cent of the advertisers using color pages in the leading American magazines in 1919 have doubled their space for 1920."

That the Long-Johnson company knows how to use colors is exemplified by this page, reproduced from *Ideas* (Fig. 6) originally printed in two colors, yellow and black.

#### Sales and Service Ideas.

When you stick a two cent stamp on an envelope and seal it, with the contents weighing about a quarter of a cent, you are wasting money. . . . I remember our initial effort in the field of direct advertising. It was a simple little folder printed in brown ink on onyx cover, with a pasted insert of white antique, entitled "A Properly Turned Corner." That was before we purchased our present quarters, and we were then, as now, "on the corner." That little folder, issued in 1894, brought us customers who have been on our books ever since.—"The Lisk Key," by Edw. H. Lisk, Inc., Troy, New York.

J. Reid Hammond, Printer, of Philadelphia, is sending out another of those concrete sales ads. (Fig. 5). Collection stickers at \$1 the booklet are offered. All the elements of good advertising are present—specific description of goods, with sample and price and also coupon for facilitating response.

The National Stove Company, of Lorain, Ohio, has a plan for eliminating errors on the mailing list which should interest all those who are tormented by such comebacks as "This person has been dead two years. Why don't you keep your mailing list up to date?" Just how the company does it is well illustrated by the following imprint used on all the direct mail matter that is sent out:

To the Postmaster: If undeliverable, please return after ten days. Postage for return will be paid upon delivery to sender. When returning please check reason for non-delivery. (Par. 1 and 9, Sec. 637 and 738 P. L. & R.)

Does Not Receive Mail Here,  
Dead.  
Refused.  
Unclaimed.  
Removed to . . . . .

It has been found that by calling the attention of the postmaster to the law which obliges him to state why the mail can not be delivered, and framing the questions so that they require little more than a check to answer, the percentage of returns is increased quite materially. — From "National Advertiser," published by National Printing Company, Omaha, Nebraska.

Thirty-two brief ads. are offered as copy suggestions to retail merchants by Goe

Lithographing Company, Chicago, in a booklet entitled "We Suggest." The copy is meant to be used as texts on blotters and cards, specialties of this concern.

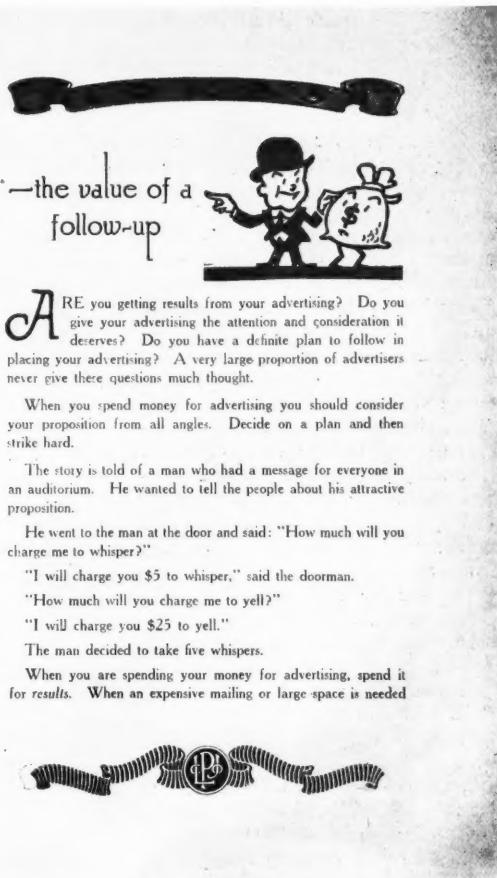


FIG. 6.

Written for specific lines of retail business the copy, of necessity, is in need of individualization. Alteration to suit the user's requirements is easy, however.

Here is ad. No. 4—for the cleaner and dyer:

We know a man who had a well worn gray suit. We dyed it blue, carefully pressed and reshaped it like new. Now he's a happy man—fitted out fine for \$4.50. We clean, press, repair for men, women and children.

Oldtown Cleaners, Surf and Sand Streets, Telephone 834, Oldtown.

#### ARE YOU A BOOSTER FOR SAFETY?

It doesn't cost you anything and it means the lives and happiness of those about you as well as your own life and comfort. Not a question of dollars and cents, but of human life, the most important thing in the world, which when once gone can never be brought back; it is trying to save your fellow workers from getting injured. It is trying to prevent them from losing legs and arms which can never be replaced. It is trying to prevent making widows and orphans and causing destitution and misery.

Neither the company officers nor the laws can do it, but you men and women can do it if you try. It is better to cause a delay than to cause an accident. Remember, it takes less time to prevent an accident than it does to report one. Boost Safety all the time.—"Eagle A" Unity.

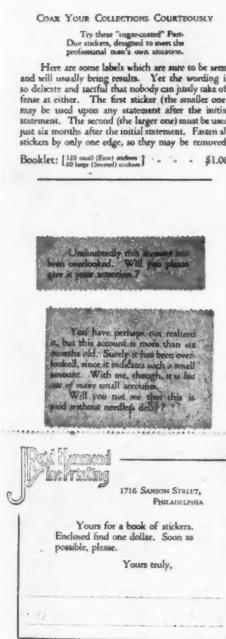


FIG. 5.

DEDICATION OF JAY H. NEFF HALL AT  
UNIVERSITY OF MISSOURI.

BY R. S. MANN.



JOURNALISTS of every rank from printer's devil to presidential nominee found interest in the dedication of Jay H. Neff Hall, the new \$100,000 home of the School of Journalism of the University of Missouri, at the opening convocation September 1. This new building is the gift of Ward A. Neff, '13, University of Missouri, in memory of his father, the late Jay H. Neff. The building is an adequate structure both for the classroom work of the School of Journalism and for the publication of the school's paper, the *Columbia Evening Missourian*. An up to date printing office with a Duplex press and two linotypes has been installed in the basement. The machinery room is separated from an upper hallway by a glass partition in such a manner that students may observe the operations of the press and the linotypes without passing through the room. A stereotyping room and a photoengraving laboratory are in other parts of the basement. On the first and second floors are found the news room, the library and morgue, an alcove for telephones and telegraph instruments, the auditorium, lecture rooms and office rooms. The building is amply provided with all the essential conveniences of a modern newspaper plant.

The new building with its modern equipment will replace the old home of the School of Journalism at Switzler Hall, where conditions were less favorable for class work and where there was no room for the mechanical parts of the plant. This fact was mentioned by the several speakers at the opening convocation. But the predominating note of the speeches there, and of the congratulatory messages received by the School of Journalism from journalists in this and other countries, was to emphasize the new type of journalism which this school is to help develop.

In the opinion of Dr. Talcott Williams, dean emeritus of the Pulitzer School of Journalism at Columbia University, who delivered the dedicatory address, Jay H. Neff Hall is to be a "watch tower of journalism in which the watchmen of the State will be trained." In his address he characterized the new type of journalist as "the watchman of the republic on the walls of the future." Dr. Williams emphasized the task of understanding news, of molding public opinion, of safeguarding the republic through the press, in these words: "For this task no toil can be too arduous, no self sacrifice too high. To be ready for work like this, you of this School of Journalism must see with an even eye the news of today and the vision of tomorrow. You must probe the foundations of society, learn all the facts, acquire expert knowledge of the mechanism of society, see its deficiencies and know how they can be remedied. For this, this school was established 'to make better journalists, to make better newspapers, to serve the public better.'"

John T. Harding, of Kansas City, a close personal friend of the late Jay H. Neff, added emphasis to this new responsibility in journalism which the School of Journalism must help bear, when he said, "As a student in high school we used to debate the question 'Resolved, That the pen is

mightier than the sword.' Never before was that contest greater than now, and if the negative wins, Heaven help us!"

The general recognition of the School of Journalism of the University of Missouri as a pioneer, as the first school proposing to increase the public service of journalism, is shown in the address of Dr. Talcott Williams: "In the spring of 1912, when I had the honor of being called to serve the Pulitzer School of Journalism as its director, I visited every institution where any courses were given in the training of the journalist. Here, and here only, I found a school in operation as a separate entity; here I saw the recognition both of academic training and of the technical work of the newspaper; and here, too, was a real journalist who knew his job at this great task, successfully achieved by him. He has done more than any other man or all men to change the opinion of journalists in the great central population of America on the teaching of journalism."



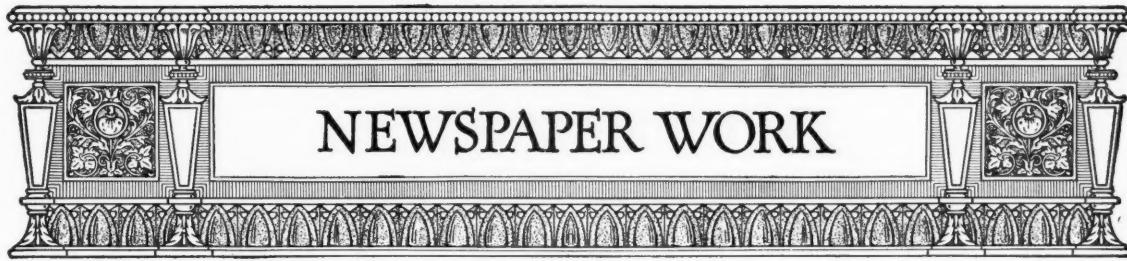
Jay H. Neff Hall, New Home of School of Journalism of University of Missouri.

In presenting the building to the University, Ward A. Neff, the donor, asserted his belief in the competence and thoroughness of the men who will handle the contribution. He strongly urged that "truth, fairness, devotion to duty and unselfish service" should be the goal of journalism in the future.

The congratulatory messages from other cities included one from Warren G. Harding, Republican candidate for the Presidency, who urged a more strenuous effort to train journalists for their responsibilities. Senator Harding would have every paper "so conducted that it can go into any home without destroying the innocence of any child."

Numerous congratulations came from England and other countries. Lord Northcliffe sent the following message: "God speed your great effort for good journalism." The *London Observer* said in part: "Jay H. Neff Hall commemorates a father and his own devotion in a manner of which every journalist in the world should feel proud. Your University had already the signal distinction of being America's oldest school of journalism."

Jay H. Neff, in whose honor the building was dedicated, was a pioneer in the field of agricultural journalism. He was founder and editor of the *Drovers Telegram*, of Kansas City, and around this as a nucleus built up the Corn Belt Farm Dailies, an organization of agricultural newspapers in Kansas City, Omaha, East St. Louis and Chicago. Ward A. Neff, donor of the building, is editor of the organization's Chicago paper, the *Drovers Journal*.



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

### Success and Happiness in Country Field.

One of the great periodicals, the *American Magazine*, recently featured a story of Sol. H. Lewis, now publisher of the Lynden (Wash.) *Tribune*.

Mr. Lewis was formerly a big city newspaper man. Now he edits a paper in a town of 1,500 people. He advises others to follow his example. "Do you know city editors who write what they think?" he asks. "I write what I think."

An therein is the sermon that converted Sol. Lewis from a *New York World* reporter to the king bee and general factotum in a newspaper of his own in a town of 1,500 people. In the smaller field he is enjoying independence and an opportunity for service to his community with real and tangible results every day as he goes on his happy road to comfort, if not to plethoric wealth. A big, brainy man with ideas, a capacity for work and an enjoyment of close friendships, he finds his ideal situation in this country newspaper field and advises the hurried, driven, scrambling, worrying city writer to come out of the city; in this country weekly field there is plenty of room for money and happiness, influence and every other good thing to which men aspire.

### Newspaper the Judge of News.

There has often been question as to how far a newspaper dare go in discriminating between news that it wishes to print and what it does not regard as necessary to print. Recently a peculiar case of this kind was decided by a Chicago appellate court in favor of the *Chicago Tribune* in an action for \$100,000 damages brought against that paper by William Reeda, an attorney.

Mr. Reeda, a candidate for superior court judge in the November, 1917, election, on an independent ticket, charged the *Tribune* with publishing a facsimile of a portion of a specimen ballot, giving names of the Democratic, Republican and Socialist candidates for the judgeship, but omitting the names of the independent candidates. It was contended by Mr. Reeda that this omission was "willful and malicious and done with intent to injure his candidacy."

"The defendant owed no duty to either the plaintiff or the public to publish anything which, for any reason, it did not see fit to publish," the opinion read.

The defendant is the sole judge of the value of news as such. A newspaper must remain free to publish such matters as it regards as possessing news value and to refrain from publishing such matters as it may determine do not possess news value."

Any other opinion by the Court would most certainly have disturbed the whole newspaper world. Not always intentionally, but inadvertently, a newspaper might leave unpublished some feature of a political or social nature which certain individuals might complain of as discriminatory and injurious. There is more or less hazard as regards personal

libel in the publication of any newspaper. Vicious and unjust libel laws still exist in many States, in some cases leaving the newspaper not even the right to correct or explain mistakes caused by misinformation or by the incompetence of reporters handling the news. These should be eliminated by legislative action as fast as newspapers can secure such enactment. It is fortunate, however, that by judicial opinion the right of a newspaper to be the judge of what it shall print as news has been adjudicated in this Chicago case. It will be used as a precedent and a deterrent in other actions.

### Is It a Game of Elimination?

Through the news print situation the public generally has come to a better understanding of the conditions surrounding newspaper publishing than ever before. Indeed, in the matter of other papers than news print the experience of buyers has been a help toward this understanding, until now the public is willing to accept whatever statements the newspapers present in the matter. What was once regarded as a mere scrap of paper, of no value and little cost, has come to be regarded as an important material the waste of which is a crime. And in this waste, wherever they see it, people charge it up correctly against anybody or any publication. Some of the large daily papers may not see this, but when normal conditions return, if they ever do, the effect will be felt. We have heard such comment and criticism of certain great newspapers, by prominent and intelligent men and women, that there would be a pause in the reckless waste in printing pages and pages of irrelevant matter could the criticisms be compiled and presented in one mass to the publishers. While bulk and size may mean something and create a show of superiority in the cities of their publication, that is not the result as these papers are sent out in two pound packages or sold for a dime on street corners in the smaller cities. Smaller publishers, merchants, business men—all who deal in or have to handle products linked with the use of paper of any kind—feel resentment toward a publication wasting many pounds of an article so universally used and required. We have seen refusals to buy such papers and have heard criticisms of the quality of the publication on account of the waste.

There is likely to be one result if the situation continues, and that will be a demand for legislation that will probably handicap and interfere with private business—and then what a roar and cry will go up from the abused wasters of this common product called news print!

It may be only a surmise on the part of other publishers, but it is coming to be quite generally regarded as a fact that there is a big game going on for the monopoly of newspaper publishing in the larger centers of this country. Most certainly the situation is resulting in some elimination of competition for these great publications. Even a suggestion of

paper mill owners that they would like to allot a quantity of their product for the use of the smaller newspapers of the country brings protests and threats. The big ones must have it all; they are not concerned about the smaller ones; let them die; they were born cripples and have no right to live anyway. Of what use to the world is a newspaper of less than a million circulation?

The answer will come some day from the congressmen and legislators whose method of selection can not well be changed by the powerful publishers who would ride over them as well if boots and spurs would do the trick.

#### Anniversary of Birth of American Newspapers.

September 25 this year marked the two hundred and thirtieth anniversary of the birth of newspapers in America, according to the *Louisville Herald*, which adds:

This initial bow of the press was made at Boston. It was named *Publick Occurrences*.

It frightened people of that day, just as newspapers seem fearful objects to some timid souls today. It was something new, something they hadn't seen before; therefore, it must not be.

The colonial legislative body immediately suppressed the first American newspaper. One issue only was published. And yet it contained nothing but news of the nearby neighborhood. It printed no editorials, no cartoon; it did not attack any person or political party, and did not attempt to propagate any political or social doctrine.

But they suppressed it.

The country has progressed in the last 230 years. Legislatures no longer suppress newspapers. Only a few judges, with 1690 model brains, think they can gag the press by jailing editors.

#### Observations.

A splendid tri-weekly paper of the Middle West, which maintains a reliable cost system, reported a cost of 24.3 cents an inch for display advertising in 1918, and recently found the cost had jumped to 37 cents an inch. This paper, however, is not a standpatter on rates, and rapidly and conscientiously adjusts its space rates to show a profit, always avoiding a loss if possible. In this connection, how many publishers have adopted the space rate scale suggested by the National Editorial Association advertising rate committee last spring?

A unique "stork special" of the *Family Record* was published at Coldwater, Kansas, Thursday, July 29, by Ward H. Butcher announcing that "A long legged bird stopped at the home of Mr. and Mrs. Ward H. Butcher in Coldwater Thursday evening and left a bouncing baby girl who will make her home with them." Other and general features of the publication are references to the girl and her pa. Some publishers feel like that on the occasion of the first born, but it wears off with the appearance of the third and subsequent "squalls."

Publishers using thousands of tons of print paper are reported as signing contracts with mills to deliver paper for their next year's requirements, and the price is not even stated in the contracts—almost like writing out checks, signing them and leaving the other fellow free to fill in the amount.

Even the smaller newspapers of the country are now protesting against the "handouts" of automobile advertising agents for publication as matters of news. It can not be denied that many of the stories sent out by automobile advertising men are nothing but advertising, in excess of or in addition to the amount of display space contracted and paid for. But most of the large dailies have used the stuff—columns of it—until the demand for it has become a matter of course on the part of the clever advertising men. New

York publishers joined in a determined effort to abolish the practice, and the automobile men joined in as determined a move to compel a continuance of it. The mention of the make and design of any special car in this propaganda stuff is advertising. It should be discouraged by all newspapers, not only as a matter of protecting themselves against waste of their paid space, but in order that the smaller manufacturer who is entering the field and trying to grow in the fierce competition of this immense business may have an equal chance in the future. More manufacturers mean more business; more advertising.

A New York supreme court justice has issued a writ of injunction restraining the mayor of Brooklyn from depriving a newspaper reporter of a press seat at meetings of the board of estimate. Criticism of the mayor for a certain action aroused the mayor to bar the reporter from a seat reserved for newspaper men. "The press is the lever that moves the world as no other earthly power could move it," said the justice in his decision. "It should not be hampered while in the lawful pursuit of gathering news, or interfered with while honestly disseminating really important information for its readers."

The Michigan Press and Printers Federation has recently issued the best compilation of that State's laws relating to publishing and printing that we have seen done in any State. The pamphlet comprises sixty pages and is issued under approval of the Michigan Department of State, after the manner of a similar publication issued in Iowa by the State Auditor's department. The Michigan pamphlet is, however, indexed, classified and more complete in its details than any other, and thus is of great value, not only to the newspaper publishers and printers of the State, but to village and township and school officials as well.

Where do the terms "folio," "square," etc., come from as a unit for charging legal publications? In some States a "folio" is a certain number of lines of type, and in other States it is some other number of lines, while a "square" of type is a term used by many old time printers—seldom by those of the present decade. We note that in Michigan a folio is 100 words of any kind of type, and this constitutes the legal unit for charging for public matter, \$1.20 being the maximum rate allowed under the law for a folio. That is about seven cents a line, which, if it is permissible to charge the same for each insertion of a notice after the first insertion, would be just about equivalent to the legal charge allowed in Iowa, where 10 cents a line "for brevier type or its equivalent" is the basis for the first insertion, with one-half that price for each subsequent insertion of a notice. In South Dakota the rate is much lower, and in Nebraska the law stipulates no certain size of type. Thus legal matter is published in all sorts of type sizes, in many different forms and with a great variety of systems of arriving at charges. There should be some uniformity aimed at in the future, and every State should recognize the difference between straight and figure work.

*The Service Sheet*, issued monthly by the New York State College of Agriculture at Cornell University, Ithaca, New York, is a spicy and valuable little sheet for newspaper men. We have the September number and could well "steal" a page of it for reproduction in THE INLAND PRINTER with benefit to our readers. Numerous colleges and universities are hooking up with newspaper work through their schools of journalism. They are bringing some high class young men into the editorial, advertising and business departments of newspapers all over the land. It is a sign that journalism is soon to be fully recognized as the profession it has become.



## BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

### "Photoengraving Primer."

For over a quarter of a century S. H. Horgan has experimented with, demonstrated and written about photoengraving. He is best known to readers of THE INLAND PRINTER as editor of the Process Engraving department of this journal and as a contributor of numerous special articles on photoengraving and kindred subjects. Mr. Horgan is rated as an authority, and anything that he may offer on photoengraving is accepted at par. Particularly of interest at the present time is his latest book entitled "Photoengraving Primer." It is just what its name implies, and gives "concise instructions for apprentice engravers or for those seeking simple yet practical knowledge of line and halftone engraving." The author presupposes no technical knowledge on the part of his readers, but begins with the fundamentals and leads through the various steps to the finished etching or halftone engraving.

While written more particularly for beginners, there are many hints and a great deal of information of value to the experienced photoengraver. It is a book worthy of a prominent place in the library of the printer or any one interested in photoengraving.

"Photoengraving Primer," by Stephen H. Horgan. Published by American Photographic Publishing Company, Boston, Massachusetts. May be ordered through The Inland Printer Company.

### "Manual for the Study of the Psychology of Advertising and Selling."

There is more for the printer and advertiser in the book of the above title than one would imagine at first glance. The word "psychology" is likely to scare the average typographer or advertising man, but, frankly, the book can be made a real help in solving advertising problems. The author has prepared the book primarily for university students. Representing, as it does, the crystallization of experience gained through twelve repetitions of a course in advertising and selling, it seeks, as the author states, "to open up new problems that are susceptible to laboratory treatment, and to stimulate students to attack them."

The printer or advertising man who attempts a study of the book will not find a cut and dried solution to his problems after a hurried glance or even after a more careful reading of the book, for it does not attempt to teach the technique of advertising. Instead, "the point of view adopted by this manual is . . . that of the business executive who seeks to know not *how* to do a thing so much as *what* to do and *why*." To the person who is willing to do some studying and "digging" on his own account, the book will undoubtedly prove of considerable value.

"Manual for the Study of the Psychology of Advertising and Selling," by Harry Dexter Kitson, Ph. D. Published by J. B. Lippincott Company, Philadelphia.

### "Paul and the Printing Press."

"How shall we interest boys in the printing business?" This is the question being asked every day by the wisest heads in the industry. Our answer is to get a copy of the book entitled "Paul and the Printing Press," by Sara Ware Bassett, and give it to some boy who shows an inclination to become a disciple of the art preservative.

In its 218 pages, Miss Bassett tells the story of Paul Cameron, president of the class of 1920 in the Birmingham High School, who conceives the idea of establishing a school paper as a memorial for his class. Accordingly, *The March Hare* makes its bow to the citizens of Birmingham, and with the assistance of an enthusiastic staff the career of the school paper is begun. Like all publications it has its "ups and downs," and as sponsor Paul bears the brunt of the troubles. Success crowns the efforts of the staff, however, and by the end of the term *The March Hare* is established not only as the school paper, but as a town institution.

The book is written for boys of fourteen and upwards, and is primarily a story, somewhat on the order of the Alger and Henty books. A history of printing and the invention of the printing press is woven into the story in conversational form. Edwin A. Grozier, owner of *The Boston Post*, gave Miss Bassett a great deal of help in preparing this volume, so the statements in relation to the printing industry may be accepted as being correct. This is the first volume in what the author has called "The Invention Series," and it is a book which will appeal to the average American boy.

"Paul and the Printing Press," by Sara Ware Bassett. Published by Little, Brown & Co., Boston, Massachusetts.

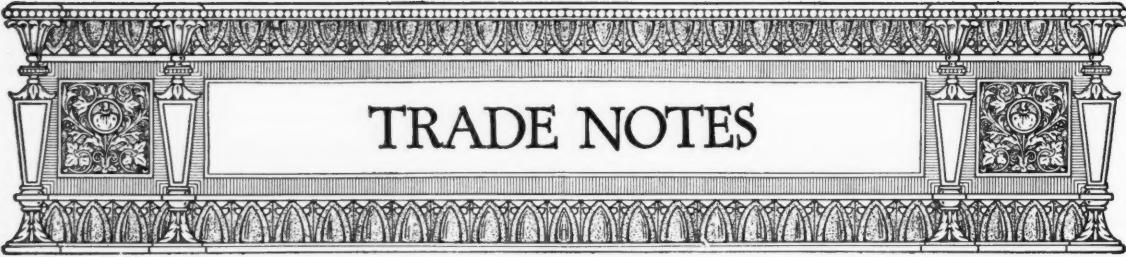
### A SIDELIGHT ON THE PAPER SITUATION.

Under the above heading, *The Fourth Estate*, in its issue for September 18, prints the following:

"The Austin (Minn.) *Herald* writes: 'Ex-Mayor Reiter of Rochester, Minnesota, was in the *Herald* office the other day and talked about the high price of print paper. He said he was recently in a newspaper office and was invited to see a roll of print paper made in Denmark, put on the press and run. This roll was the first importation from Denmark. It bore all Danish inscription of placards. After the paper had been rolling for some time out dumped a card. It bore the inscription, "Made at International Falls, Minnesota, for export."

"We wonder what the Dane importer paid for it if he could pay the freight to the seaboard, then across the sea, paste it all over with Danish labels, reship it, pay a tariff tax to get it to this country, pay the freight to a point within 250 miles of where it was made and sell it in competition with paper made at International Falls for home consumption.

"As Hamlet says, "There is something rotten in Denmark," or in the United States."



## TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

### Chicago Craftsmen to Resume Meetings.

Regular monthly meetings of the Chicago Club of Printing House Craftsmen will be resumed Tuesday, October 19, when the first meeting of the season will be held. The officers are planning some interesting features, and members will be well repaid for attending. Special announcement will be mailed by the secretary in due time.

### Frederick A. Thompson.

Frederick A. Thompson, ninety-two years old, died at his home in Westfield, Massachusetts, on August 26. He was president of the Crane Paper Company for many years, retiring several years ago. He is said to be the first person to manufacture linen paper, and made many improvements in paper manufacture.

### "Eagle A" Organization Increases Advertising Staff.

The American Writing Paper Company of Holyoke, Massachusetts, has recently increased the personnel of its advertising department. L. B. Springsteen, who for a number of years was superintendent of printing of the Strathmore Paper Company, now has charge of the printing production of the "Eagle A" advertising department.

### Direct Mail Convention at Detroit, October 27 to 29.

If you write letters, if you use circulars, if you publish a house-organ, if you advertise anything, anywhere, at any time, through the medium of direct by mail publicity, then you are bound to get real dollars and cents results by attending the Direct Advertising and House-Organ Convention at Detroit (Board of Commerce), October 27, 28 and 29.

The committee in charge of the convention is emphasizing the fact that it is to be a wide open meeting in every respect, and not strictly a "members only" gathering. A long list of well known advertising men are to speak on subjects in which they are specialists.

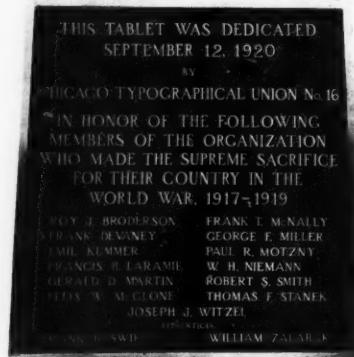
Among other interesting features, there will be a special meeting of house-organ editors at which Chairman Ramsay, author of "Effective House-Organ," will preside and at which helpful suggestions will be advanced.

More complete information may be had by writing to Joseph Meador, general chair-

man of the Detroit committee, in care of the Franklin Press, Detroit. A. W. Winter, of Evans-Winter-Hebb Company, is chairman of the Committee on Arrangements, and will handle the hotel reservations and other such matters for the comfort and transportation of the guests.

### Chicago Printers Honor Soldier Dead.

A large number of members of Chicago Typographical Union, No. 16, gathered at Elmwood Cemetery recently to dedicate a bronze tablet in honor of their fellow mem-



Tablet Dedicated by Chicago Union Printers in Memory of Members Who Fell in Late War.

bers who made the supreme sacrifice during the war.

On the tablet are inscribed the names of Roy J. Broderson, Frank Devaney, Emil Kummer, Francis B. Laramie, Gerald D. Martin, Felix W. McGlone, Frank T. McNally, George F. Miller, Paul R. Motzny, W. H. Niemann, Robert S. Smith, Thomas F. Stanek, Joseph J. Witzel, Frank B. Swift, and William Zalabak, the last two being apprentices.

### Sample Book of Ruling Inks.

Many of the readers of THE INLAND PRINTER will be interested in a booklet, "Jefson American Ruling Colors," which is being distributed among the members of the ruling trade by J. E. Foster & Son. The booklet shows actual examples of the ruling done with "Jefson" ruling inks, illustrating better than words the superior qualities of this particular brand. Any one interested will doubtless be supplied with a copy of the booklet by writing direct to the firm at 121 Middle street, Portland, Maine.

### Evening Classes in Typography.

The College of the City of New York, Convent avenue and 140th street, offers for the coming season three courses of evening study in the following subjects: proofreading and copy editing; cost finding and estimating; typography and advertising.

The classes are open to men and women engaged in the printing, publishing, advertising, editorial, and other allied lines, and will be conducted by Arnold Levitas. Classes meet Monday, Wednesday and Friday evenings, at 7:30. Each class convenes once a week. Credit is given for satisfactory completion of each course.

Registration began Monday, September 27, and candidates may register any evening except Saturday. Classes open the second week in October.

### J. A. Fulton.

J. A. Fulton died at his home in Vancouver, British Columbia, August 14, following an illness of several months. His passing removes from the ranks of Western pioneers one of the best known and most highly respected members of the old school of printers. He was active in labor affairs, having held several positions of trust in local labor organizations.

### Mrs. Margaret A. Deacon Dies.

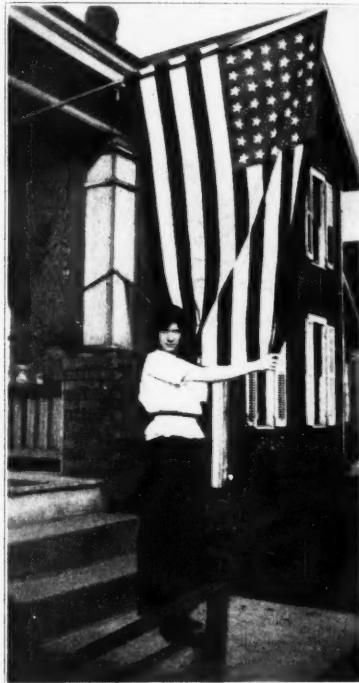
The many friends of Charles W. Deacon, formerly superintendent of the Union Printers' Home at Colorado Springs and now sales manager at the Chicago branch of the Mergenthaler Linotype Company, sympathize with him in the sad loss of his wife, Mrs. Margaret A. Deacon. Mrs. Deacon, who from June, 1898, until September, 1913, was matron of the Union Printers' Home, died suddenly at her residence, 5827 Fulton street, Chicago, on September 24, due to a heart affliction. She was very dear to all the inmates of the home, printers who went to Colorado Springs afflicted with tuberculosis, and did a remarkable work among those men suffering with that disease. She was popularly known as "Mother Deacon" by the residents of the institution as well as by all printers who have at any time visited the home, probably about one-half of the printers in the United States.

Her husband and her two children, Henrietta A., and Proctor S., survive her. She was born July 23, 1866. Funeral services were held Monday, September 27, at St. Lucy's church, Chicago, and interment was in Calvary cemetery, Evanston, Illinois.

### High School Girl Establishes Record as Linotype Operator.

Miss Olga Mercer, who is employed as a linotype operator in the office of the *Alliance (Ohio) Review*, has established a record that is worthy of notice. After but nine months' experience on the machine she turns out an average of 2,000 lines a day, working eight hours, and under favorable conditions has made 2,340 lines. This includes not only straight matter but heads and advertisements as well.

After leaving high school Miss Mercer was undecided what to take up as a profession. Quite by chance she entered the employ of the *Review* office, and the splen-



Miss Olga Mercer, Alliance, Ohio, Whose Daily Average on the Linotype Is 2,000 Lines.

did record she has made for herself removes all doubt as to the wisdom of her choice. If more girls of this type could be found and trained as operators, it would be a long step toward solving the present question of the shortage of help.

Miss Mercer is a native of Bridgeport, Ohio, and is only nineteen years old.

### Civil Service Positions Open.

The United States Civil Service Commission has announced examinations for positions of printer, bookbinder, pressman, electrotypewriter, finisher, electrotypewriter molder, and stereotyper to fill vacancies in the Government Printing Office. On account of the needs of the service, it is announced that applications for these examinations will be received until further notice. Papers are to be rated promptly and certification made as the needs of the service require.

The Commission has also announced an examination on October 20, 1920, for editorial clerk, to fill vacancies in the Depart-

mental Service, Washington, D. C. Applicants for this position, as well as for the other positions mentioned in this notice, should write to the Civil Service Commission, Washington, D. C., for full particulars.

### New Goes Specialties for Printers.

Among the more recent new products placed on the market by the *Goes Lithographing Company*, are two record books, one a loose leaf record book for use by unincorporated associations (common law companies), and the other a loose leaf minute book. Organizations of this kind have increased in numbers very rapidly during the past few years, thus giving rise to a very constant and persistent demand, first for appropriate certificates and later for a record book.

In order that those interested in these books may examine them closely, the manufacturers offer to send copies on approval to responsible printers and stationers.

Inquiries should be addressed to the *Goes Lithographing Company*, 42-48 West Sixty-first street, Chicago, Illinois.

### Shipping Box for Linotype Composition.

The accompanying illustrations give a good idea of a new shipping box for linotype composition recently perfected by Eugene Cotterman, of Wichita, Kansas. The box will be furnished in two models, metal and wood, to meet the demands of the trade. Both models possess points of merit and it remains largely a matter of personal choice as to which the user will prefer. One of the advantages claimed for the metal box is that it is practically indestructible and will easily withstand the rough handling given

to it.

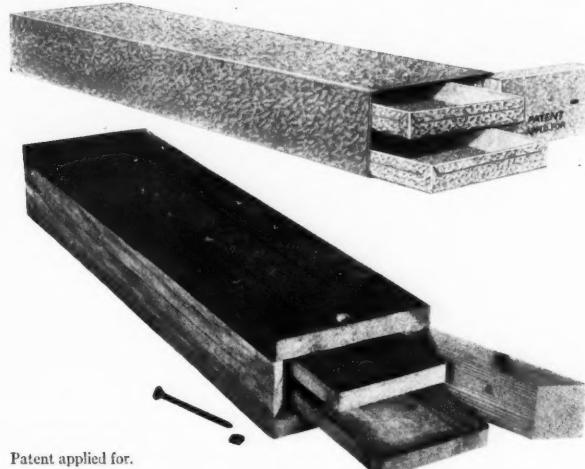


Perfection Metal Injector in Action. Impurities Are Driven to the Surface and May Then Be Skimmed Off.

optional with the purchaser. The reproductions show each box holding two galleys, but the boxes may be made to hold three or four. Most trade composition houses ship their matter in ordinary boxes, making it difficult to unpack the slugs, while with Mr. Cotterman's device the matter can be unpacked as easily as it is packed for shipping.

### New Cleaner for Type Metals.

Every printer who operates typesetting and typecasting machines knows the troubles caused by deterioration of type metals. This is brought about by the presence of impurities and foreign matter which are accumulated by the metal through usage. Eventually the metal begins to lose some of the necessary elements and then the



Patent applied for.

Two Models of Shipping Box for Linotype Composition. Illustration at Top Shows Metal Box; Wooden Box Is Illustrated Below.

containers of this kind. Some of the desirable features of the wooden box are that many prefer to handle a wooden box rather than one of metal; also a wooden box is sometimes not so easily dented as one made of metal. Both models are provided with easy locking facilities, the wooden box having a hole at the end for a locking pin. The galleys are made of 20 gage galvanized

real trouble begins. This trouble is somewhat overcome by the use of temper metal, but even with this precaution the metal will oftentimes continue to give more or less trouble. This is due in a large measure to the continued presence of impurities in the metal.

The *Perfection Metal Cleaner Company*, 6805 Perry avenue, Chicago, Illinois, has

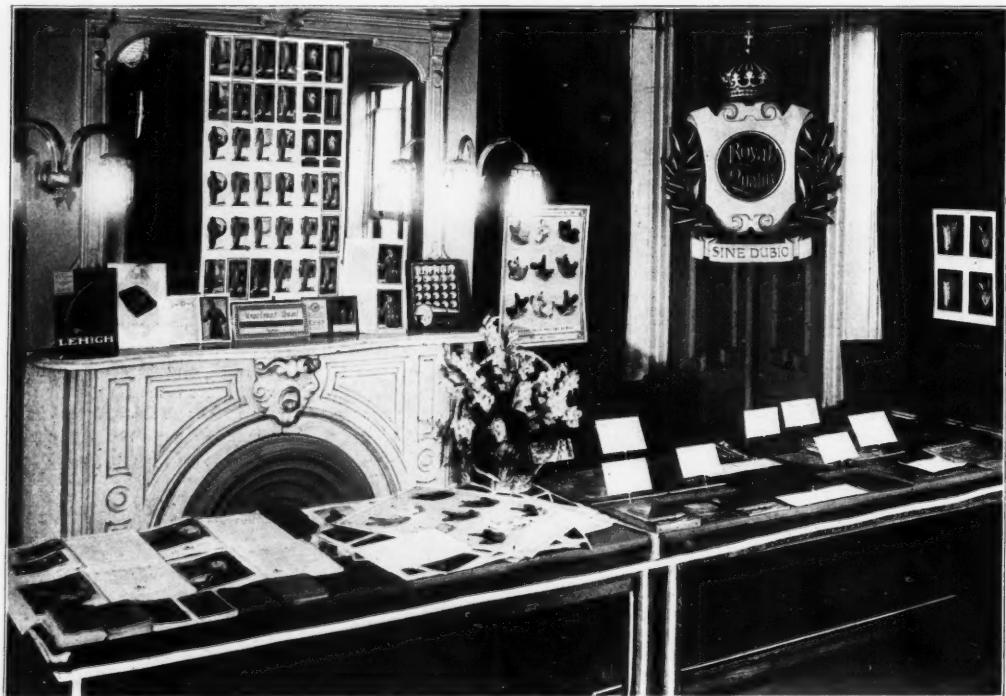
recently introduced to the trade what is said to give a sure relief for many metal troubles.

Perfection Metal Cleaner is not an entirely new discovery, but it is new on the market to the trade. It has been in private use for the past five years with the greatest success, and is now offered to the printing trade. It is composed of certain ingredients

ment" folder, which was printed complete on 12 by 18 Chandler & Price platen presses and fed by Miller feeders. Considering the nature of the forms, consisting of heavy solids and large halftones, it is a notable sample of platen presswork. The folder is printed in three colors, black, red and blue. We are told that the black and red forms

trate the several ways of finishing the electrotypes, not only for type high printing, but for work for patent bases.

Considerable favorable comment was heard on the exhibit, and the company felt fully repaid for the trouble in making this display. Requests have already been received from several cities for similar samples



Educational Exhibit of Royal Electrotype Company at Annual Convention of Printing House Craftsmen, Held at Washington, D. C., August 24 to 26.

placed within a soluble container so that when used with the injector, which is furnished, it may be placed in the bottom of the kettle containing the type metal and there held. The heat of the metal dissolves the container, releasing the compound and allowing it to do its work.

#### Garret P. Hynson Dies.

Garret P. Hynson, who had been in charge of the S. D. Warren Company's advertising department since November, 1914, died at his home in Sherbon, Massachusetts, August 27. He was editor of *The Warren Monthly*, the house magazine of the Warren organization, also secretary of the Warren Association since its formation. Mr. Hynson impressed his strong personality upon all who came in contact with him, and his passing will be mourned by his associates.

#### Advertising Folders From Miller Saw-Trimmer Company.

THE INLAND PRINTER has recently received copies of two new advertising folders now being distributed to the trade by the Miller Saw-Trimmer Company. One is entitled "Achievement" and the other "If Franklin Worked in Your Shop." Particular mention should be made of the "Achieve-

were slipsheeted, which is said to be an easy operation with the Miller feeder, and which does not interfere with the operating speed of the machine.

The Franklin broadside is designed to bring out the time and labor saving advantages of the Miller saw-trimmer and reasons why it should form part of the equipment of a progressive print shop. Return post cards, enclosed with the folders, add "punch" to the advertising matter.

#### Educational Exhibit of Royal Electrotype Company.

Illustrated in these columns is the exhibit of the Royal Electrotype Company, Philadelphia, shown at the recent convention of the International Association of Printing House Craftsmen held at Washington, D. C. It was the aim in staging this exhibition to bring before the craftsmen of the country an educational display of the various steps in electrotyping.

On a table to the right was an ordinary wax mold showing the correct and incorrect ways of locking up type in a form for electrotypes molded by this method. From there on the various steps were indicated until the complete electrotype was shown. The exhibit even went so far as to illus-

for a permanent exhibit to be placed in the various local club rooms of the craftsmen.

#### "Ad. Essentials at a Glance."

Maurice Elgutter, advertising writer and instructor in Toledo University, has compiled a handy card of the above title for the use of layout men and printers. Some of the information on the card includes examples of the sizes of display and body types, a handy table for estimating typewritten copy, color combinations, proofreaders' marks, and suggestions for making actual use of the card. The card was shown at the recent advertising convention at Indianapolis and brought forth considerable favorable comment. Further particulars will be furnished by Mr. Elgutter, 192-952 Nicholas building, Toledo, Ohio.

#### New Sample Book of Systems Bond.

The Eastern Manufacturing Company is distributing to the trade copies of the new sample book of systems bond. Six colors and white are shown in the sample book, together with samples of the various weights. The manufacturers will be glad to send a copy of this book to any printer who requests it.

### Something New in Stereotyping Machines.

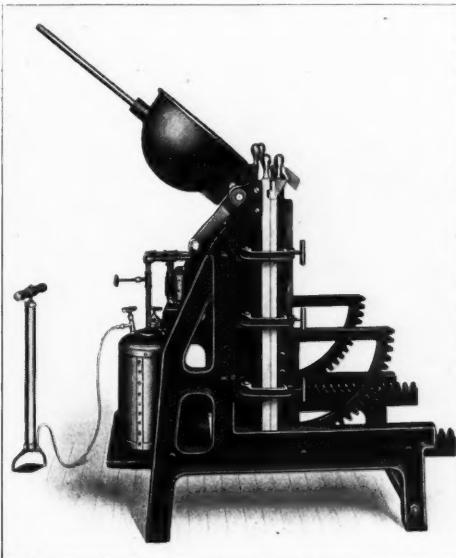
Country publishers and small city dailies are now able to be in a position to compete with their metropolitan brothers in service

end at which the pouring is done and put the plate in the form.

In pouring, the tilting pot is carried from the single column to the center of the box by the crank handle without lifting or pulling. The rocking segments supporting the



The One Piece Stereotyping Machine, Showing Matrix Placed Ready for Casting. Casts Are Made Type High, Requiring No Extra Tools. Apron Is Twenty-seven Inches From Floor.

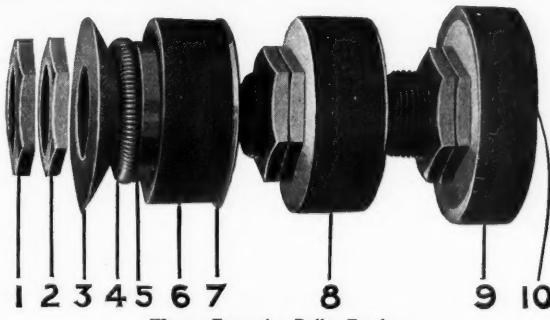


This Shows the Tilting Pot in Pouring Position. Ordinary Kerosene May Be Used for Fuel. A Ring of Argand Gas Burners Is Furnished if Gas Is Not Available.

to advertisers, through the use of the "one piece stereotyping machine," which has recently been introduced to the trade by the U. S. Service Company, 1443 Carroll avenue, Chicago, Illinois. As shown in the accompanying illustrations, the machine consists of a heating plant, melting pot and casting box, all in one. By the use of this machine

apron that drops away from the standard lift the apron when down to within twenty-seven inches of the floor, enabling the operator to stand and place the matrix and take off the cast with ease.

Of special advantage to the job shop are the matrixmaking facilities of the machine. By only the additional cost of a beating



Warner Expansion Roller Trucks.

(1) The lock nut is locked when truck is adjusted to its proper diameter; (2) the adjusting nut which is used to adjust the truck to its proper diameter; (3) allows spring (4) to climb upward when the nut (2) is adjusted; (4) endless coil spring closely wound which is used for internal expansion; (5) spring steel band which is placed around coil spring (4) to give flat foundation for rubber tire (6); (6) tire which is made of a composition of rubber to overcome the effects of ink, oil and gasoline, V-shaped to fit washers (3, 7); (7) V-shaped washer, same as (3); (8) roller assembled ready for proper adjustment; (9) roller expanded to its full capacity, allows for  $\frac{1}{4}$ -inch expansion over all; (10) hexagonal hub, allows the use of a wrench and keeps inking rollers from turning while adjusting trucks to proper size.

the publisher can use matrices furnished by national advertisers, thus effecting a considerable saving, both in the cost of plates and in transportation charges.

The floor space occupied by the machine is only 5 feet by 3 feet, and due to its construction all need for extra tools is eliminated. It is only necessary to saw off the

brush, matrix paper and blankets, a matrix may be made right in the printing plant. This is a decided convenience where duplication of forms is desirable.

The manufacturers have prepared some interesting literature telling of the machine, and they will be glad to send it to interested inquirers.

### For Accurate Slitting and Perforating.

What is said to be one of the most notable improvements offered to the printing trade in recent years is the device known as the

Hoff Combination Slitter and Perforator. It is attached to a cylinder press and really becomes a part of the machine. The big advantage of this device lies in the fact that the stock is cut or perforated before the grippers deliver the printed sheet from the cylinder. Since the stock is under control while being slit or perforated, the possibility of variation in the finished job is minimized. The danger of cut rollers, due to the ordinary perforating rule, is likewise entirely done away with. The inventor of the Hoff attachment is a practical cylinder pressman who knows the trials and shortcomings of the ordinary methods. The device is already in use in many of the largest shops over the country. For further particulars write to the Lester D. Hoff Manufacturing Company, 36 Yates avenue, Newark, New Jersey.

### Improved Expansion Roller Trucks for Gordon Presses.

Expansion roller trucks are becoming a necessity in most Gordon pressrooms, due to the lack of uniformity in the size of composition rollers. Trucks of various kinds have been introduced to the printers at different times, one of the more recent being the Warner expansion roller trucks, which are said to offer unusual advantages to the job printer. The accompanying illustration shows the construction and the action of the trucks, and is worthy of careful study. Full information regarding this new device may be had by writing to the Warner Expansion Roller Truck Company, Box 424, North Chicago, Illinois.

# THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

## THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,  
632 SHERMAN STREET, CHICAGO.

VOL. 66.

OCTOBER, 1920.

No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

## SUBSCRIPTION RATES.

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 10 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

## ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

## FOREIGN AGENTS.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & CO. (LIMITED), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & CO. (LIMITED), Thanet House, 231 Strand, London, W. C., England.

PENROSE & CO., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (LIMITED), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (LIMITED), Wellington, New Zealand.

F. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & CO. (LIMITED), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

## WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

## BUSINESS OPPORTUNITIES.

FOR SALE — \$125,000 — \$35,000 cash; not a newspaper, but job printing and blank book manufacturing plant; receipts for 1919 were \$215,000; plant owns its own two-story brick building, 90 by 110 feet; carries an immense stock of ledger paper, bond paper, ruled forms, stationery and furniture in excess of \$75,000, a \$3,000 heating system, beautifully equipped composing room and pressroom with Intertype, 2 cylinders, 6 platen and 2 Miller feeders; fine office and bindery equipment; employs 45 people in shop, 8 salesmen on the road, and has an auditing department of 6 auditors that earns \$5,000 a year net as a side issue. The owner will sell all or part of the business; if only part is sold, then purchaser must be a qualified man to assume active management; reason for selling is a desire to retire from active business life. It is the greatest opportunity in the West for a young man. O 179.

FOR SALE — Prosperous printing concern (Inc.), located on the Pacific Coast, with assets of \$50,000 over liabilities, will sell one-fourth to one-half entire stock, with position of manager at salary of \$5,000, to acceptable party; reason for this offer is a desire to retire after over 60 years of active business life. O 235.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized: large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE — Ohio plant operating six high-class presses in prosperous small city, paying 25 per cent on investment in addition to good salary; controlling stock offered; require not less than \$10,000 cash. O 220.

WANTED — To get into touch with firms making or importing numbering machines, barrels, and chases for cheque and bank note work. WRITE BOX 819, STREETS, 8 Serle st., London, W. C. 2, England.

LINOTYPE PLANT FOR SALE — Three No. 5 machines, 7 tons of metal, 30 fonts; established law printing business; long lease; \$15,000, one-third cash. O 218.

FOR SALE — Job office, including cylinder 33 by 45, folder, linotype, cutter, etc.; A-1 condition; like new; near Chicago. O 131.

FOR SALE — Good established job printing office in Indiana county seat; price \$3,500. O 224.

## FOR SALE.

FOR SALE — One 42 by 62 inch Chambers D/16 folder, rebuilt, ready for immediate shipment; one 40 by 54 inch Chambers D/16-D/32 folder; one 33 by 46 inch Chambers job folder; one Dexter No. 103 D/16 folder, 36 by 49 inch; one Brown 46 by 70 inch D/16 folder, practically new; one No. 91, 38 by 50, Dexter jobbing folder; one No. 90, 33 by 46, Dexter jobbing folder; one No. 290 Dexter catalogue folder, 33 by 46 inch, practically new; one Dexter No. 93, 46 by 66, jobbing folder with Cross feeder; one No. 289 Dexter catalogue folder, 25 by 38 inch; six Dexter No. 206, 25 by 33, folding machines with Cross feeders attached; one No. 4/0 Miehle press, 46 by 55; one 25 by 38 Brown job folder; one No. 3 Scott stone press; one No. 3 Potter stone press; one Hoe double sheet feed rotary press, 44 by 64, with two Cross feeders attached; one 5-E Pony Whitlock press. All machinery in good condition, ready for immediate shipment. GEORGE R. SWART & CO., Inc., Marbridge building, 1328 Broadway, New York city.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder 43 by 56 inch all-size adjustable rotary, printing one color on each side of the web, a dandy machine. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 2080.

THREE PRINTING EQUIPMENT BARGAINS — 1. A John Thomson printing press, size 10 by 15, complete with motor and Diehl automatic lever control; plate attached for die-cutting; \$300 takes this press off our floor, where it can be seen running at any time. 2. We also have a John Thomson printing press identical in every respect to the one described above, except that the size is 14 by 22; this press also has a plate attached for die-cutting; \$950 takes it off our floor. 3. A Hoe transfer press, size 36 by 52, already knocked down ready for shipment; \$400 takes it off our floor. USOSKIN LITHO, Inc., 230 West 17th st., New York city, N. Y.

## Megill's Patent

## SPRING TONGUE GAUGE PINS



## QUICK ON

Send for booklet this and other styles.

## MEGILL'S PATENT

## Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.  
60 Duane Street  
From us or your dealer. Free booklets.

## Megill's Patent

## DOUBLE-GRIP GAUGES



## VISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

COMPLETE USED OUTFITS, large and small; new and used machinery; all sizes and styles cylinder presses, paper cutters, jobbers, punches, proof presses, folders, perforators, special machinery and wood goods; 19 by 25 and 33 by 45 Brown job folders, 14 by 30 Menges circular letter folder, Universal circular folder, Buffum and Auto card presses, 9 by 16 and 11 by 25 Vandercook proof presses, 25 by 32 Potted proof presses with feed table, ink rollers, grippers, trip;  $\frac{3}{8}$  inch Monitor and  $\frac{1}{4}$  inch Morrison wire stitcher. Tell us your wants and machinery for sale. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago, Ill.

FOR SALE — 96-page Cottrell standard magazine rotary press, folding to  $6\frac{1}{4}$  by  $9\frac{3}{4}$  inch page, two colors on both sides, complete with motor and controller; also 96-page press of same description printing one color on each side; both in fine operating condition — just the thing for fine illustrated magazine and catalogue work; for sale at a fraction of their price new. BAKER SALES CO., 200 Fifth av., New York city.

FOR SALE — No. 702 Brown folder D/16 with D/32 attachment, equipped with head perforators, automatic registering device, sheet retarders, adjustable packing boxes; will fold sheet 15 by 20 inches to 38 by 50 inches; new, has been run only on two short jobs; price very reasonable. Write for information. HARRY W. BRINTNALL, 57 Clementina st., San Francisco, Cal.

FOR SALE — Peerless Gem 30-inch cutter \$175; 8 by 12 C. & P. Gordon \$125;  $27\frac{1}{2}$  by 40 Babcock Drum \$900; Lafayette Anderson folder, 19 by 25, \$125; 7 by 11 C. & P. Gordon \$40. D. S. WHITE, Coudersport, Pa.

FOR SALE — 12 electric welded steel chases;  $27\frac{1}{2}$  by 43 inside measure,  $30\frac{1}{2}$  by  $46\frac{1}{2}$  outside measure; bar  $1\frac{3}{4}$  inches; will be sold cheap. Apply to AMERICAN LUMBERMAN, 8th floor, 431 S. Dearborn st., Chicago.

FOR SALE — One 14 by 22 No. 5-B Colt's Armory press; in good condition, complete, with chases, roller stocks, etc.; a bargain if taken quick. THE UNIVERSITY OF CHICAGO PRESS, 5750 Ellis av., Chicago.

ROSBACK AUTOMATIC index cutter, adjustable rack with motor attachments; A-1 condition; price \$400 complete f. o. b. Pittsburgh. S. A. STEWART CO., 425 Seventh av., Pittsburgh, Pa.

FOR SALE — Prosperous paper ruling business employing two rulers; established nine years in Eastern city of 150,000 population. Particulars furnished on application. O 111.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOOT POWER Sterling punching machine, perforator, other attachments; good as new; manufactured by Southworth Bros. R. H. JUSTICE, Williamsburg, Pa.

FOR SALE — Linotype matrices, 7-point No. 2 with Bold No. 1; extra large font, fair condition; low price for cash. BOND PRESS, Hartford, Conn.

FOR SALE — Emboss machine, good condition; does first-class work; first \$20 check takes it. PIERCE PRINTING COMPANY, Fargo, N. D.

FOR SALE — Colt's Armory press, type C,  $14\frac{1}{2}$  by 22, A-1 condition, little used. MYSELL-ROLLINS CO., 32 Clay, San Francisco, Cal.

FOR SALE — One Autopress in first-class condition. DeLAVAL STEAM TURBINE CO., Trenton, N. J.

FOR SALE — Old-established job printing office. THOMAS McNALLY, Amsterdam, N. Y.

PRINTING PRESS, Cottrell, 45 by 62 two-revolution; price \$1,200. BOX 157, Xenia, Ohio.

FOR SALE — One 20 by 30 Harris offset press. O 223.

#### HELP WANTED.

##### Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. O 123.

STOCK CUTTER for railroad work; steady employment year around; town of 50,000, Central West; union shop, but no agitators wanted. Don't waste postage unless you want to stay; references. O 231.

WANTED — Good all-around bookbinder. POWERS-TYSON PRINTING CO., Grand Rapids, Mich.

#### Composing Room.

WANTED — Linotype machinist-operator for the Printing Department of large educational institution; must have good education and be experienced hand compositor, able to lay out work and get results, competent to instruct as well as produce; ideal living and working conditions; young man preferred. In reply state age, salary wanted, experience and all necessary particulars. O 219.

WANTED — Linotype operators, fast and clean, for book work in one of New York city's largest and best equipped book publishing offices; union; \$51 to \$60 per week; only the best operators are desired. MADISON SQUARE POST OFFICE, Box 65, New York city.

COMPOSING ROOM FOREMAN wanted by a printing house doing the better class of catalogues, booklets and advertising literature with a business of half million; the applicant must prove his ability and reliability; position permanent with excellent salary; give definite information with application. O 209.

COMPOSING ROOM FOREMAN wanted by a progressive, rapidly growing Chicago printing establishment doing high-grade catalogue and general commercial work; applicant must be a seasoned, highly efficient executive. In replying, give references and salary expected. O 232.

NON-UNION JOB COMPOSITOR for steady work in Denver's lightest and best equipped platen shop; \$42; must be exceptionally good on small work. Write references and full particulars. SWERN, 70 Logan st., Denver, Colo.

WANTED — Monotype operator for a growing one-man plant; good position for an ambitious man looking for advancement; must be thorough; \$50 per week; non-union. O 233.

WANTED — Compositors and stonemen on high-grade catalogue work; good wages, steady work for competent help; union shop. CASLON PRESS, Toledo, Ohio.

LINOTYPE OPERATORS and lock-up men for night shift in publication plant in Wisconsin; high wages, steady work, splendid opportunity. O 98.

#### Estimator.

ESTIMATOR — Splendidly equipped large printing house in Central West, specializing in better quality work, will need a good man soon; state qualifications and salary expected in first letter. O 227.

#### Managers and Superintendents.

COMPOSING ROOM FOREMAN-SUPERINTENDENT — For publishing plant employing about 50 men in composing, electrotype, press and mailing departments; must be good executive with experience and ability to supervise and coordinate the work of all departments; position permanent to right man. In answering, give present place of employment (confidential), references, experience, age, etc., and state when you would be at liberty to accept new work. O 217.

#### Production Managers.

WANTED — By America's greatest specialty advertising house, a man with printing sense, able to direct production throughout the factory by knowing how the work should be done before starting production; should know paper, composition, presswork, in fact, all-around knowledge of printing as it is done in a large plant employing several hundred people; to a trained man of experience we have an exceptional opportunity. O 208.

WANTED: PRODUCTION MAN — We want a bright young man familiar with printing business, paper and plates who can get behind production in calendar and advertising novelty factory and keep things moving; fine opportunity for the right man. KEMPER-THOMAS COMPANY, Cincinnati, Ohio.

#### Proofroom.

PROOFREADER — Good position, steady employment, with ideal working conditions in a first-class book and catalogue shop in central Pennsylvania city; woman preferred. O 229.

#### Salesmen.

SALESMEN with following among printers; ink salesmen preferred. Unusual opportunity to connect with a reputable house manufacturing product in great demand. Write territory now covering, merchandise handling. Replies treated confidentially. PRINTCRAFT SUPPLY CO., 1400 Broadway, New York.

WANTED — Competent salesman to travel South Georgia and North Florida territory for printing firm with established trade; must be capable in estimating, designing, etc. HERALD PUBLISHING CO., Albany, Ga.

#### INSTRUCTION.

PROOFREADING — Special short mail course fully equips you for the proofroom; good position with large presses; certificate issued. SPECIAL LOW RATE TO COMPOSITORS. Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 612 Foster bldg., Madison cor. 40th, New York.

## PROCESS WORK — and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

## MISCELLANEOUS.

LOOK AROUND YOU — MANY PRINTING OFFICE EXECUTIVES HAVE FOUND monotype operating the stepping stone to advancement. You can do the same. Monotype schools are located in Philadelphia, New York, Chicago and Toronto. Apply to the nearest. There is no tuition fee. LANSTON MONOTYPE MACHINE COMPANY.

PRINTERS' APRONS made of best quality 10-ounce double fill Khaki duck, with special pockets; 27 inches, \$1.00; 36 inches, \$1.25. ANTON-ACKERMAN COMPANY, Topeka, Kansas.

## SITUATIONS WANTED.

## All-Around Man.

ALL-AROUND MAN, 40, union, ex-owner of plant, desires steady position as foreman or compositor in news or job office; 27 years' experience; state full particulars; available any time. O 234.

## Bindery.

BINDERY FOREMAN, thorough experience in blank book, edition, catalogue, pamphlet and job work, including machinery, good executive ability, strictly reliable, wants position; west or south of New York. O 228.

## Composing Room.

COMPOSING ROOM FOREMAN — Eight years' experience; references investigated by New York Employing Printers' Association; age 33, married; Brooklyn or New York; union. O 226.

GOING SOUTH — Florida or Alabama preferred; first-class job and news compositor; stone, linotype, reading and executive experience; prefer news; union. What do you offer? O 221.

## Efficiency Man.

BRAINS FOR SALE — Am open for position as efficiency man in printing establishment; have had practical experience on all classes of work in open and union shops; practical pressman of 20 years' experience and endowed with diplomacy to handle men to obtain results and cooperation; am at present employed and also associate editor of large printing concern Employees' Monthly; can furnish first-class references. No long-time contract asked, will show results in 30 days. PRACTICAL, 29 E. Second av., Columbus, Ohio.

## Executive.

EXECUTIVE, thoroughly trained in all branches of the printing and lithographing business, including management, sales and purchases, desires to make new connection; am capable of taking complete charge of large plant and would like to associate myself with some company whose business needs a man of my experience and training; would consider an investment later on. O 195.

## Managers and Superintendents.

PRODUCTION MANAGER OR SUPERINTENDENT — Thoroughly understands the duties of each position, laying out work and routing it through plant expeditiously and economically; familiar with all lines of printing; have been superintendent and production manager for 16 years; am so employed at present but desire to change. O 222.

SUPERINTENDENT-MANAGER or production manager; 18 years' practical experience on high-grade work; good executive; first-class estimator; strong on presswork; would connect with progressive concern; 38 years of age, married. O 236.

FOREMAN OR SUPERINTENDENT — Capable executive, experienced in the production from start to finish of high-grade catalogue, commercial and color work, desires change; good typographical designer; union. O 225.

## Newspaper.

WANTED — Position by newspaper reporter; publicity work with reliable concern also considered; familiar with advertising; references furnished. C. R. SAYRE, 990 Langley road, Hampton, Va.

## Pressroom.

SITUATION WANTED — A job and cylinder pressman who understands Miller feeder and Autopress, 12 years' experience, desires a permanent position; the West Coast States, particularly California, desired, but if you are in need of a capable, trustworthy man let me hear from you. R. J. COCHRANE, 512 Jefferson av., LaPorte, Ind.

## WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

PRESSES WANTED — Two four-roller 56 or 62 inch Miehle presses; also three C. & P. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING COMPANY, 101 Transportation bldg., Indianapolis, Ind.

WANTED — Numbering machines, hand, or figure barrels for chase numbering; either new or secondhand, for cheque and bank note work. Write BOX 818, STREETS, 8 Sere st., London, W. C. 2, England.

MONOTYPES WANTED — We want to buy for cash two composition and one display caster, two keyboards, mats, molds, and equipment. MONOTYPE SERVICE CO., 528 Chestnut st., Milwaukee, Wis.

WANTED TO PURCHASE — Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH — Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Small size Harris rotary printing press with automatic card feeder. Give price and full particulars. O 230.

WANTED TO BUY — Secondhand Cranston drum cylinder printing presses; give details. O 199.

WANTED — Meisel rotary sales book press; state full particulars and lowest price. O 117.

WANTED — A book bundling machine. McLOUGHLIN BROS., Inc., Springfield, Mass.

## BUSINESS DIRECTORY.

## Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

## Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

## Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

## Carbon Black.

CABOT, GODFREY L.— See advertisement.

## Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

## Copper and Zinc Prepared for Halftone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

## Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

## Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

## Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

## Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

## Embossing Composition.

STEWART'S EMBOSsing BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

## Engraved Letterheads.

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

## EMBOSSOGRAPHY

TRADE MARK

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY



**Engraving Methods.**

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalko-type Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

**Job Printing Presses.**

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Looping Machine.**

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & McLEAN, Lockport, N. Y.

**Motors and Accessories for Printing Machinery.**

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

**Neutralizers.**

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

**Numbering Machines.**

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Paper Cutters.**

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Perforators.**

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

**Photoengravers' Supplies.**

LEVY, MAX. & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

**Presses.**

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Printers' Rollers and Roller Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

**Printers' Supplies.**

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Printing Machinery, Rebuilt.**

BARNHART BROTHERS & SPINDLER — See Typefounders.

**Printing Material.**

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Punching Machines.**

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Rebuilt Printing Presses.**

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Roughing Machines.**

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Special Machinery.**

DONALD W. COY, Consulting Engineer, 1227 East 75th st., Chicago, Illinois. Designer of automatic and special printing, binding and envelope-making machinery. Development of inventions.

**Stereotyping Outfits.**

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

**Tags.**

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

**Typecasters.**

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

**Typefounders.**

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 123 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleyes and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

**Wire Stitchers.**

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle,  $\frac{1}{4}$  to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

**Wood Goods.**

AMERICAN TYPE FOUNDERS CO.— See Typefounders.



**Use HERCULES**  
**Leads and Slugs, Steel Chases,**  
**Steel Galleyes, Brass Rule**

Manufactured by  
**AMERICAN STEEL CHASE COMPANY**  
122-130 Centre St., New York, N. Y.  
Order through your local dealer or direct from us.

**Diploma Blanks**

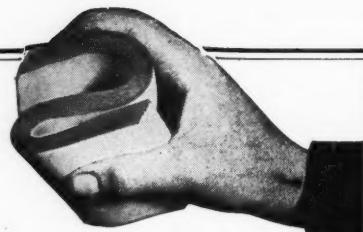
For all purposes. To be completed by Printing or Lithographing.

**ALBERT B. KING & CO., Inc., Dept. I.P.**  
**MAKERS OF PRINTERS' HELPS**  
206 Broadway      New York, N. Y.

**The STAR STICK**

*The Choice of the  
Crack Compositors*

**THE EAGLE ENGINEERING COMPANY**  
Springfield, Ohio, U. S. A.



## You Can Do This with NUREX

Of course you won't intentionally try to break the glue on your pads, but isn't it a lot of satisfaction to know that the glue will never break if Nurex is used for tabbing?

# NUREX

Patented June 1, 1920

## Tabbing Compound

is a source of satisfaction to the regular user, and a boon to the printer who has trouble with ordinary tabbing glues. Gives the same pleasing results in fall and winter. You can order a supply and be assured that your tabbing troubles are finally ended.

Look up the list of dealers in the September issue of The Inland Printer. Order a trial shipment and satisfy yourself that NUREX is the perfect tabbing compound. After a thorough test put in a substantial supply.

## A New Nurex Specialty



### NUREX TABBING POT

Especially designed for use with NUREX Tabbing Compound. Since NUREX is never heated, the pot can be placed anywhere. Notice the cone friction cover — it prevents evaporation and keeps the brush always pliable. Supplied to the trade only through NUREX distributors.

**The Lee Hardware Co.**  
SALINA, KANSAS



## WOW! Another Homer!

**B**ABE RUTH, the King of Swat, is the greatest drawing card baseball ever had. The fans love home runs. They would rather see Babe hit one for the circuit than half a dozen singles. Wherever he goes they pour through the turnstiles and pile up the gate receipts.

What is the tremendous attraction of the home run? Partly novelty of course — but the true reason lies deeper than that. The four-base blow is complete. The man who hits a single may be caught stealing, or forced at second, or left on bases; but there are no uncertainties about the homer. It's a *run*, and it's in the score to stay.

Advertising needs more home runs and fewer singles. The strike-out — the advertisement or folder that goes straight into the waste-basket — has long been unpopular. But too many advertisers are satisfied with one-base blows — with ads and booklets that get on first, but need a salesman or an elaborate following up to bring home the order. Let's have some home runs — some advertising that scores with one wallop.

If you want a clean-up hitter for your advertising team, sign up the Stafford Engraving Co. We've been playing in the big leagues for nearly thirty years and we're pounding out more home runs than ever. Our fielding average shows mighty few errors. We know the game, and we play it.

*You can't get a hit with the bat  
on your shoulder. Batter up!*

**Stafford Engraving Company**  
"THE HOUSE OF IDEAS"

*Artists - Designers - Engravers*  
CENTURY BUILDING, INDIANAPOLIS



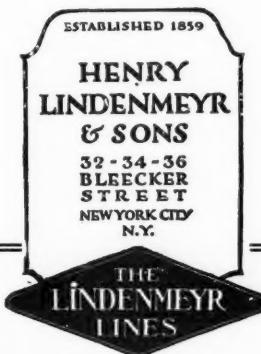
## *Let your customer see the work put into his job*

IN printing, time charges usually represent the biggest item of cost to the customer. If a pressman spends ten hours in making ready a job that would only require five hours had the paper been satisfactory, it ought not to seem unreasonable if the customer does murmur about paying more money for less attractive printing.

Dependable papers safeguard you and your customers' interest by permitting you to produce better work, often at lower prices. Among such papers of The Lindenmeyr Lines are Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers, Pennmont English Finish Book, Brookdale Linen Bond, Tradesmen's Linen Record and other well liked papers.

We are always ready to furnish dummies, sample sheets and specimens showing the kind of printing these papers encourage.

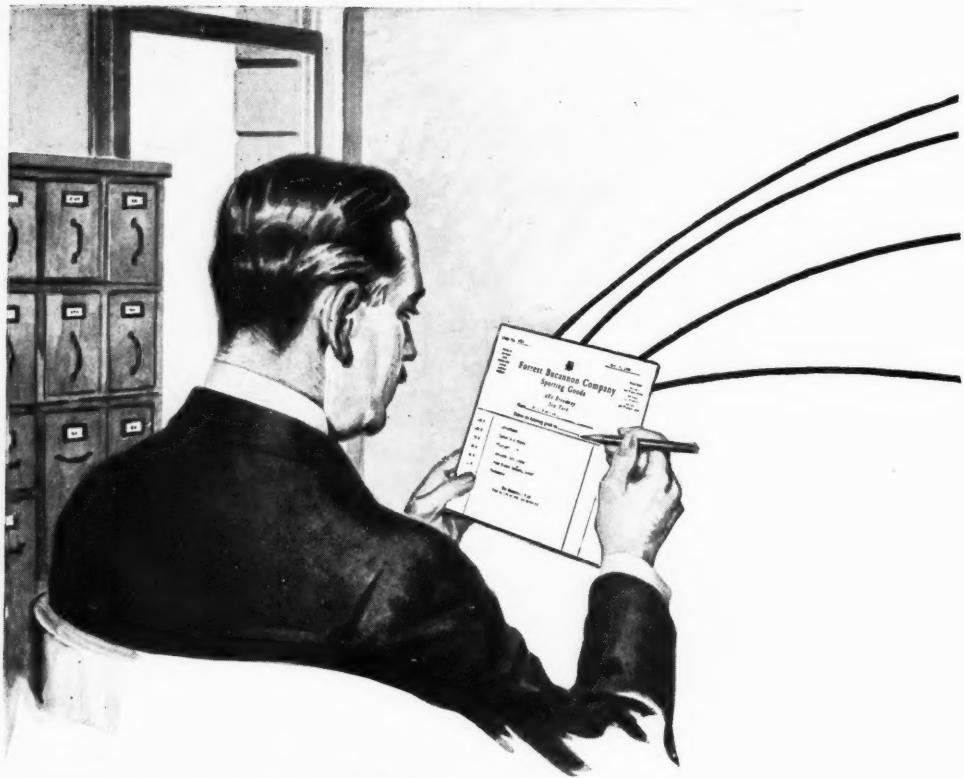
The Tradesmen's Linen Record permanent sample folder is now ready. Have you received a copy?



16-18 Beekman Street  
New York, N. Y.

54-56 Clinton Street  
Newark, N. J.

58-60 Allyn Street  
Hartford, Conn.



## Why Thompson Uses Hammermill Bond

THOMPSON, purchasing agent for the Forrest Bucannon Company—ordering a three months' supply of invoices, statements, order blanks, and letterheads—writes "Use Hammermill Bond" on the order which he gives you.

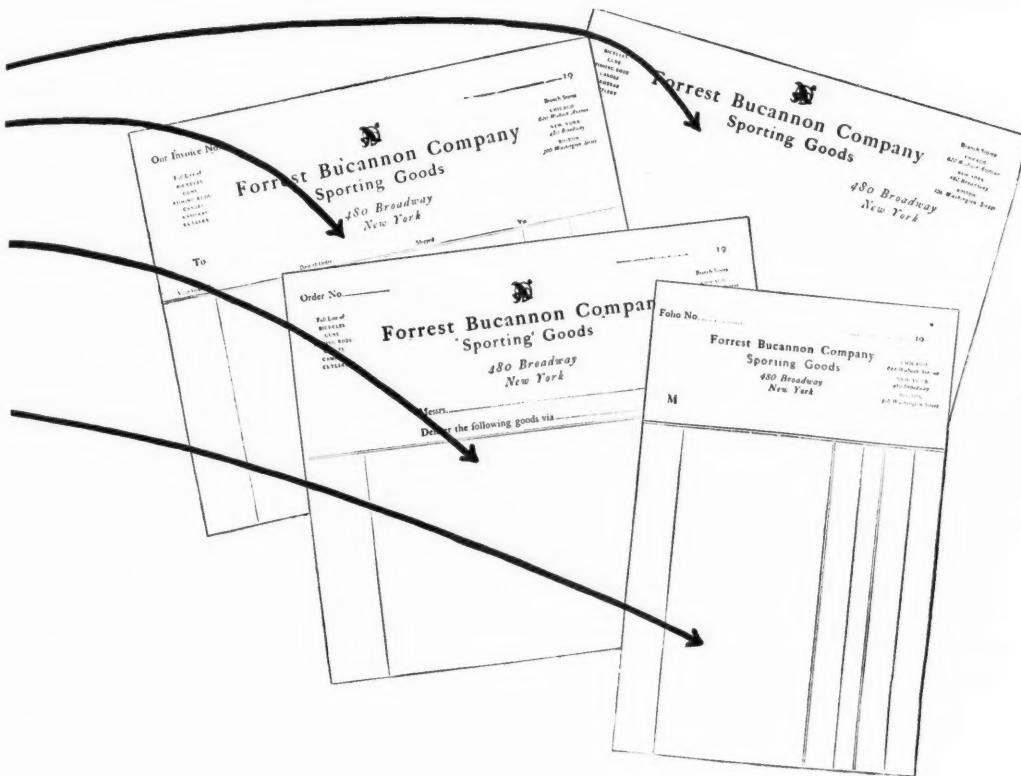
There was a time when Thompson would have asked you to submit samples of various papers. He would have snapped them, torn them, compared prices in an honest but vain effort to determine in this way which would give him the best service and the best value.

As the result of experience, Thompson has learned that he can save both his own time and his firm's money by saying "Use Hammermill Bond." He knows Hammermill's wide

*Look for this watermark—it is our word of honor to the public*

# HAMMERMILL BOND

## The Utility Business Paper



variety of color and finish, and looks to you to suggest the stock best suited to each job.

The more Thompsons you have among your customers, the better for you.

You can always quote satisfactory prices to a house which standardizes its business printing on Hammermill Bond, for Hammermill is the lowest-priced standard bond paper on the market.

Hammermill's strength, cleanliness, and uniform quality make friends. Hammermill Bond is distributed by 108 leading paper merchants the country over.

Write us for a set of Hammermill Portfolios, containing specimen forms which show Hammermill's twelve colors besides white and its three finishes—bond, ripple, and linen.

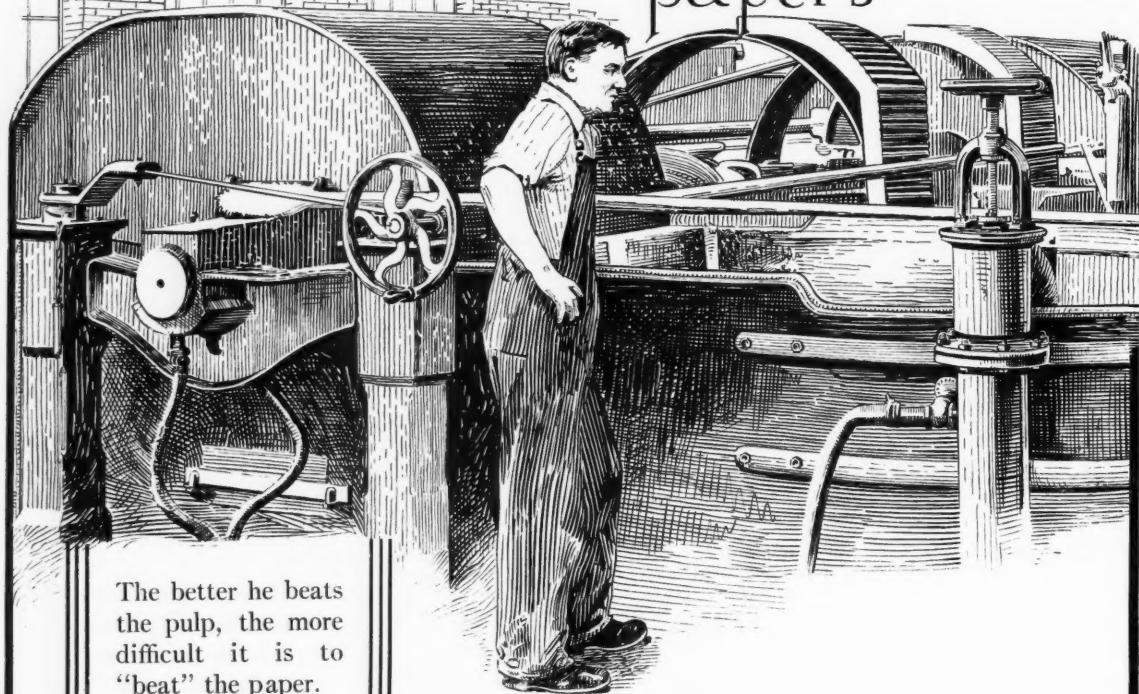
HAMMERMILL PAPER COMPANY, ERIE, PA.

*Look for this watermark—it is our word of honor to the public*

# HAMMERMILL BOND

**The Utility Business Paper**

# Beating Pulp for BERMINGHAM & PROSSER Papers



The better he beats the pulp, the more difficult it is to "beat" the paper.

Bermingham & Prosser quality printing papers — chosen from many mills — include stock that "can't-be beat" for the jobs on your desk.

*Write us before  
you print.*

**Bermingham  
& Prosser Co.**

Kalamazoo, Mich.

Chicago Office, 10 S. La Salle St.  
New York Office, 501 Fifth Ave.



## Beating Pulp

**The Second of a Series of Articles on  
Paper-Making**

From the digesters rags are taken to the beaters where the ingredients for making the paper are assembled in solution that is mainly pure spring water.

Wood pulp comes to the paper mill in loosely folded sheets. This, too, must be reduced by the beating process. These powerful beaters mix the raw product with bleach, color, sizing, and so on, in much the same manner as the baker mixes water and yeast with other ingredients.

The illustration is an excellent view of one of the largest beaters manufactured, shown in the beater room of a mill that furnishes Bermingham & Prosser with an excellent medium priced bond. Under the large dome in the foreground is a drum revolving at a terrific speed. This is set with knives which pass between corresponding knives in a bed plate built into the bottom of the tank. The wood pulp or rag stock passing between these two sets of knives becomes thoroughly disintegrated — fibres are drawn out, softened and separated. After this beating process the pulp is thinned still more to a milky liquid, over 90 per cent water. It goes onto the "wet end" of a paper machine about the consistency of Jersey milk.

# EVOLUTION OFFSET

## IDEAL FINISH

*White*

**F**EW classes of paper require so many fundamental qualities as Offset. Perhaps in no other papers are latent, inherent defects so easily developed or so apparent when printed. The increasing popularity and demand for offset printing made it necessary to create a paper which not only stands up under the severest tests it could be put to, but of a texture and quality that would enhance the beautiful effects produced by this process of printing.

The superiority of Evolution Offset is evidenced in its freeness from fuzz, lint and dust; its flat, even surface, non-wrinkling and non-curling, permitting of perfect register, cleanliness and remarkably fine color.

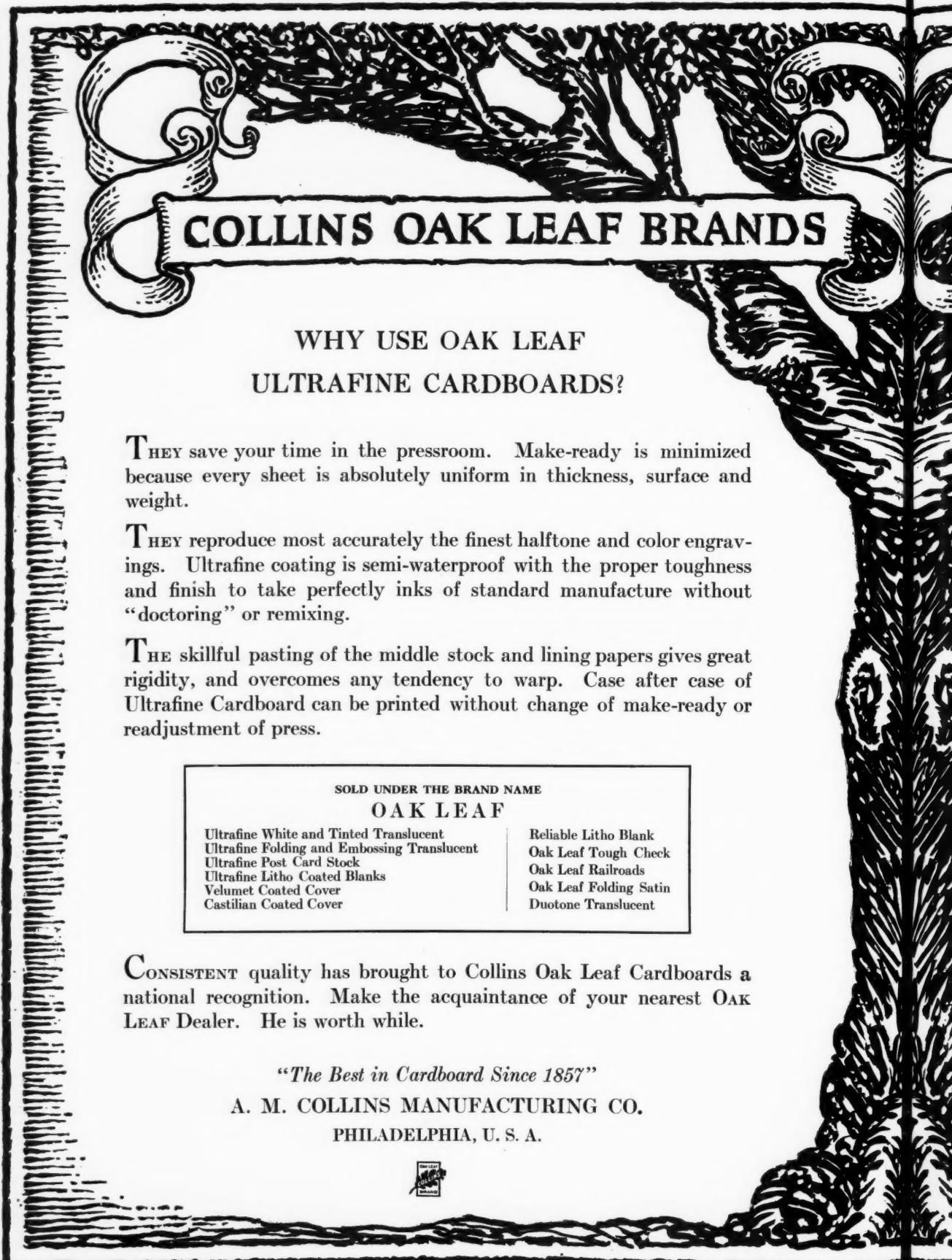
*Send for full sample sheets.*

CARRIED IN STOCK IN LARGE QUANTITIES IN THE  
FOLLOWING SIZES AND WEIGHTS:

24 x 36 — 55, 64, 73	32 x 44 — 89, 104, 119
25 x 38 — 50, 60, 70, 80, 100, 120	34 x 44 — 79, 95
28 x 42 — 62, 74, 86, 99	38 x 50 — 100, 120, 140, 160, 200, 240

*Special sizes and weights made to order.*

**SWIGART PAPER COMPANY**  
653-707 SOUTH WELLS STREET  
CHICAGO, ILL.



## COLLINS OAK LEAF BRANDS

### WHY USE OAK LEAF ULTRAFINE CARDBOARDS?

THEY save your time in the pressroom. Make-ready is minimized because every sheet is absolutely uniform in thickness, surface and weight.

THEY reproduce most accurately the finest halftone and color engravings. Ultrafine coating is semi-waterproof with the proper toughness and finish to take perfectly inks of standard manufacture without "doctoring" or remixing.

THE skillful pasting of the middle stock and lining papers gives great rigidity, and overcomes any tendency to warp. Case after case of Ultrafine Cardboard can be printed without change of make-ready or readjustment of press.

SOLD UNDER THE BRAND NAME

#### OAK LEAF

Ultrafine White and Tinted Translucent  
Ultrafine Folding and Embossing Translucent  
Ultrafine Post Card Stock  
Ultrafine Litho Coated Blanks  
Velumet Coated Cover  
Castilian Coated Cover

Reliable Litho Blank  
Oak Leaf Tough Check  
Oak Leaf Railroads  
Oak Leaf Folding Satin  
Duotone Translucent

CONSISTENT quality has brought to Collins Oak Leaf Cardboards a national recognition. Make the acquaintance of your nearest OAK LEAF Dealer. He is worth while.

*"The Best in Cardboard Since 1857"*

A. M. COLLINS MANUFACTURING CO.  
PHILADELPHIA, U. S. A.



# COLLINS OAK LEAF DEALERS

ONE HUNDRED DEALERS IN FIFTY-SEVEN CITIES  
CARRY OAK LEAF QUALITY PRODUCTS BECAUSE  
THEY KNOW THERE ARE NONE BETTER

**ALBANY, N. Y.**  
Hudson Valley Paper Co.  
Fischel Paper Co.  
**ATLANTA, GA.**  
\*The Whitaker Paper Co.  
**BALTIMORE, MD.**  
\*Henry D. Mentzel & Co.  
\*The Whitaker Paper Co.  
**BOSTON, MASS.**  
\*The Whitaker Paper Co.  
The A. Storre & Bement Co.  
Cook-Vivian Co.  
Stone & Andrew, Inc.  
The Arnold-Roberts Paper Co.  
John Carter Co., Inc.  
**BRIDGEPORT, CONN.**  
\*New Haven Paper Co.  
**BUFFALO, N. Y.**  
\*The Ailing & Cory Co.  
**CHICAGO, ILL.**  
\*Chicago Paper Co.  
Berkshire Company  
Empire Paper Co.  
Knox & Wolcott Paper Co.  
Messenger Paper Co.  
Midland Paper Co.  
Parker Thomas & Tucker  
Paper Co.  
The Whitaker Paper Co.  
**CINCINNATI, OHIO**  
\*The Whitaker Paper Co.  
**CLEVELAND, OHIO**  
\*The Central Ohio Paper Co.  
**COLUMBUS, OHIO**  
\*The Central Ohio Paper Co.  
**DALLAS, TEXAS**  
\*E. C. Palmer & Co., Ltd.  
West Cullum Paper Co.  
**DAYTON, OHIO**  
\*The Whitaker Paper Co.  
**DENVER, COLO.**  
\*The Whitaker Paper Co.  
**DES MOINES, IOWA**  
The Western Newspaper  
Union  
**DETROIT, MICH.**  
\*The Union Paper & Twine Co.  
\*The Whitaker Paper Co.  
**HAGERSTOWN, MD.**  
Antetam Paper Co., Inc.  
**HARRISBURG, PA.**  
Donaldson Paper Co.  
**HARTFORD, CONN.**  
Rourke-Eno Paper Co.  
\*New Haven Paper Co.  
**HOUSTON, TEXAS**  
\*E. C. Palmer & Co., Ltd.  
The Paper Supply Co.

**INDIANAPOLIS, IND.**  
\*C. P. Lesh Paper Co.  
\*The Whitaker Paper Co.  
**JACKSONVILLE, FLA.**  
\*Antietam Paper Co., Inc.  
**KANSAS CITY, MO.**  
Kansas City Paper House  
The Mid Western Paper Co.  
**LINCOLN, NEB.**  
Lincoln Paper Co.  
**LOS ANGELES, CAL.**  
\*Zellerbach Paper Co.  
Blake-Moffitt & Towne Paper  
Co.  
**LOUISVILLE, KY.**  
\*Louisville Paper Co., Inc.  
**LYNCHBURG, VA.**  
Caskie-Dillard Co., Inc.  
**MILWAUKEE, WIS.**  
\*The W. F. Nackie Paper Co.  
**MINNEAPOLIS, MINN.**  
\*The John Leslie Paper Co.  
**NASHVILLE, TENN.**  
\*The Graham Paper Co.  
**NEW ORLEANS, LA.**  
\*E. C. Palmer & Co., Ltd.  
**NEWARK, N. J.**  
\*J. E. Linde Paper Co.  
Lasher & Lathrop, Inc.  
**NEW YORK CITY, N. Y.**  
Jay H. Albere  
American Paper Mills Corp.  
Alexander-Holden Paper Co.  
Inc.  
Beekman Paper & Card Co.,  
Inc.  
Forest Paper Co., Inc.  
Joseph I. Grady, Inc.  
Harlem Card & Paper Co.  
Holden & Hawley, Inc.  
C. B. Hewitt & Bros., Inc.  
Jungen Paper Co.  
Lasher & Lathrop, Inc.  
\*J. E. Linde Paper Co.  
Manhattan Card & Paper Co.  
Richter Card & Paper Co.  
Royal Card & Paper Co.  
M. & F. Schlosser  
W. G. Willmann Paper Co., Inc.  
Whitehead & Alliger Co.  
**NEW HAVEN, CONN.**  
\*New Haven Paper Co., Inc.  
**NORFOLK, VA.**  
R. P. Andrews Paper Co.  
**OAKLAND, CAL.**  
\*Zellerbach Paper Co.  
**OKLAHOMA CITY, OKLA.**  
The Western Newspaper  
Union

**OMAHA, NEB.**  
Carpenter Paper Co.  
\*Western Paper Co.  
Field-Hamilton & Smith  
Paper Co.  
**PHILADELPHIA, PA.**  
Charles Beck Co.  
A. S. Datz & Son  
Garrett-Buchanan Co.  
\*A. Hartung & Co.  
\*D. L. Ward Co.  
**PITTSBURGH, PA.**  
\*The Ailing & Cory Co.  
**PORTLAND, ORE.**  
Blake, McFall Co.  
\*Zellerbach Paper Co.  
**PROVIDENCE, R. I.**  
R. L. Greene Paper Co.  
**RICHMOND, VA.**  
\*The Whitaker Paper Co.  
**ROCHESTER, N. Y.**  
\*The Ailing & Cory Co.  
**ST. LOUIS, MO.**  
\*Acme Paper Co.  
The Graham Paper Co.  
**ST. PAUL, MINN.**  
\*Nassau Paper Co.  
**SALT LAKE CITY, UTAH**  
Lambert Paper Co.  
\*Western Newspaper Union  
**SAN ANTONIO, TEXAS**  
\*San Antonio Paper Co.  
**SAN FRANCISCO, CAL.**  
Blake-Moffitt & Towne Paper  
Co.  
\*Zellerbach Paper Co.  
**SEATTLE, WASH.**  
American Paper Co.  
\*Zellerbach Paper Co.  
**SPOKANE, WASH.**  
\*John W. Graham & Co.  
**SPRINGFIELD, MASS.**  
\*The Paper House of New Eng-  
land  
**SPRINGFIELD, OHIO**  
Singer-Leedom Paper Co.  
**TOLEDO, OHIO**  
\*The Central Ohio Paper Co.  
**TROY, N. Y.**  
Troy Paper Co.  
**WASHINGTON, D. C.**  
R. P. Andrews Paper Co.  
**WORCESTER, MASS.**  
\*Chas. A. Esty Paper Co.  
**YORK, PA.**  
R. P. Andrews Paper Co.  
**WINNIPEG, CANADA**  
John Martin Paper Co., Ltd.

\*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

**A. M. COLLINS MANUFACTURING CO.**  
PHILADELPHIA, U. S. A.



# Manufacturers of Printing Machinery and Supplies

---

*Sell in Great Britain*

---

THIS long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

*We Can Guarantee Excellent Business  
for Good Products*

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling

agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

## WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries  
for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie  
St., Fleet St., London (E. C. 4), England

# *Nationally Distributed—*

## **SYSTEMS BOND**

*"The Rag-content Loft-dried Paper at the Reasonable Price"*



### *Distributors*

ALBANY.....	W. H. Smith Paper Corporation
ATLANTA.....	Sloan Paper Company
BALTIMORE.....	Baltimore Paper Company, Inc.
BOSTON.....	Carter, Rice & Co., Corp.
BUFFALO.....	The A. Storrs & Bement Company
CHICAGO.....	The Disher Paper Company
CINCINNATI.....	Swigart Paper Company
CLEVELAND.....	The Paper Mills' Company
DES MOINES.....	The Chatfield & Woods Company
DETROIT.....	The Union Paper & Twine Company
HARRISBURG.....	Pratt Paper Company
KANSAS CITY.....	Donaldson Paper Company
KANSAS CITY.....	Benedict Paper Company
LOS ANGELES.....	Blake, Moffitt & Towne
LOUISVILLE.....	The Rowland Company, Inc.
MANILA, P. I.....	Blake, Moffitt & Towne
MILWAUKEE.....	J. P. Heilbronn Company
MINNEAPOLIS.....	The E. A. Bouer Company
NASHVILLE.....	Minneapolis Paper Company
NEWARK.....	Clements Paper Company
NEW HAVEN.....	The A. Storrs & Bement Company
NEW YORK.....	J. E. Linde Paper Company
NORFOLK.....	Miller & Wright Paper Company
OMAHA.....	R. P. Andrews Paper Company, Inc., of Va.
PHILADELPHIA.....	Carpenter Paper Company
PITTSBURGH.....	A. Hartung & Company
PORTLAND, ME.....	Riegel & Company, Inc.
PORTLAND, ORE.....	General Paper and Cordage Company
RICHMOND.....	C. H. Robinson Company
SALT LAKE CITY.....	Blake, McFall Company
SAN FRANCISCO.....	Virginia Paper Company
SEATTLE.....	Carpenter Paper Company of Utah
SPOKANE.....	Blake, Moffitt & Towne
SPRINGFIELD, MASS.....	American Paper Company
ST. LOUIS.....	Spokane Paper and Stationery Company
ST. PAUL.....	The Paper House of N. E.
TACOMA.....	Beacon Paper Company
WASHINGTON.....	E. J. Stilwell Paper Company
WINNIPEG, MANITOBA, CANADA.....	Tacoma Paper and Stationery Company
EXPORT.....	R. P. Andrews Paper Company
ENVELOPES.....	The Barkwell Paper Company
ENVELOPES.....	A. M. Capen's Sons, Inc., New York
ENVELOPES.....	W. C. Powers Company, Ltd., London, England
ENVELOPES.....	United States Envelope Company, Springfield, Mass.

**N**O matter where your plant is located, there is a **SYSTEMS BOND** distributor within easy reach. Any of the paper merchants listed in the opposite column will give your inquiries prompt, careful attention.

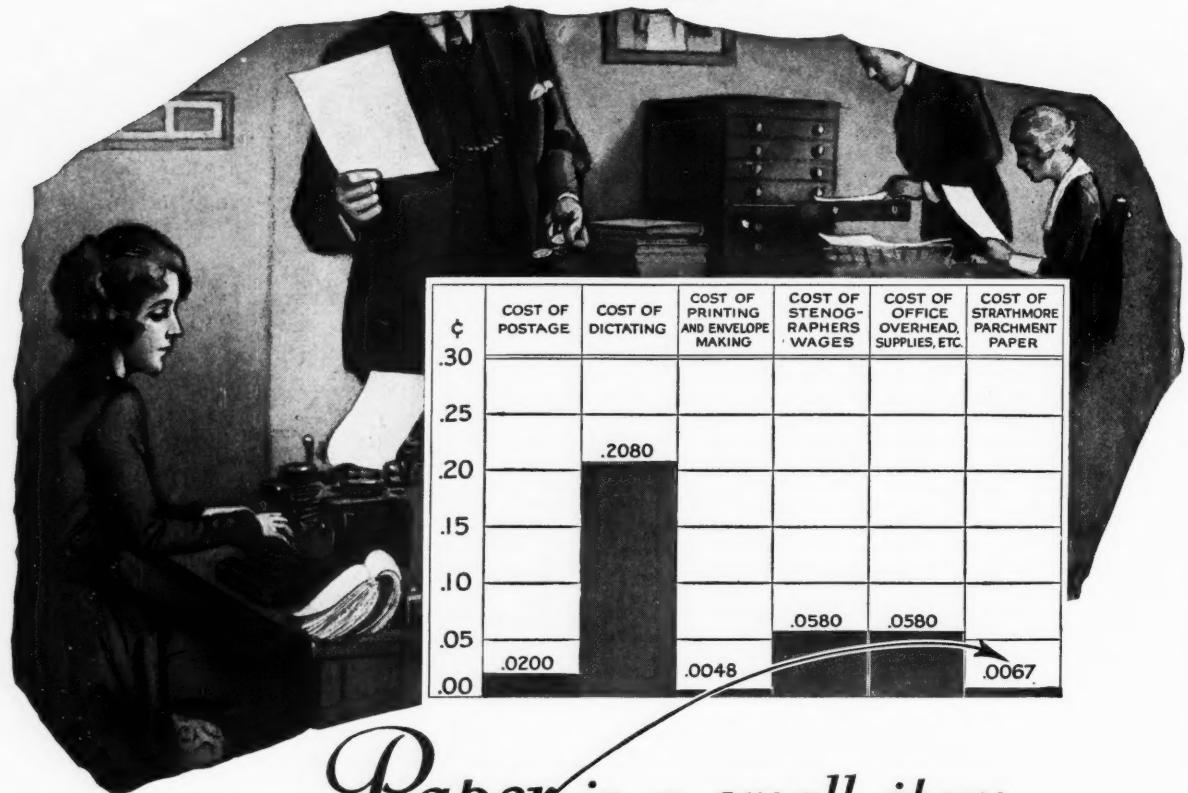
A request to any of the distributors, or to us, will bring a copy of the new **SYSTEMS BOND** sample book. If you have not received one, send for it today.

## EASTERN MANUFACTURING COMPANY

*General Sales Offices: 501 FIFTH AVENUE, NEW YORK*

*Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO*

*Every printer should read and use this advertisement*



*Paper is a small item  
in the cost of your letters*

PAPER, the most important item in the impressiveness of a letter, is one of the least important items in its cost.

The real cost of a letter is the cost of dictation\*, stenographic wages, overhead, postage, printing and envelope making, as shown in the chart above.

These are unavoidable expenses, totaling thirty-five cents and a fraction per letter, whether you use the cheapest bond or Strathmore Parchment!

*You have a printer who knows*

The only difference the paper cost makes is in the size of that fraction, but the difference in impressiveness is almost 100%.

If you use the cheapest bond paper you can mail mediocre letters at \$0.3518 per letter. Or you can mail letters with the Strathmore Parchment look at \$0.3555 per letter.

Which shall it be?

We will gladly furnish additional interesting data and samples upon request. Strathmore Paper Company, Mittineague, Mass.



**STRATHMORE PARCHMENT**  
*One of the*  
**STRATHMORE EXPRESSIVE PAPERS**

\*The cost of dictation varies with the salary of the executive and the number of letters he dictates. The figure given in the chart above is from an article in System Magazine for November, 1919.



*"And use Howard Bond  
It is very satisfactory"*

ONCE you have standardized your customers' paper requirements, repeat orders become merely a telephone transaction. No time is wasted showing samples.

Standardizing with HOWARD BOND insures you steady, satisfied customers because it is the all-around paper for every business use.

The pure, cold spring waters used in its making give it firmness and strength, and an unusual clearness and brilliancy.

Handy sample books sent to your customers  
**WRITE TODAY**

*Carried in white and colors in all standard sizes  
and weights by distributors the country over.*

HOWARD PAPER COMPANY  
Urbana, Ohio

*Tear it. Compare it. Test it  
and you will always specify*  
**HOWARD BOND**  
WATERMARKED

For All Business Uses





---

# President Galliver of American Writing Paper Company puts Printers on service basis

*"In this way," he says, "it will be possible in many cases for the Printer to get two jobs where now he gets but one."*

**A**T a recent meeting of New York Master Printers, President Galliver of the American Writing Paper Company outlined fully the purposes and policy behind the full page newspaper campaign now running. Following are a few of the points Mr. Galliver brought out in his talk:

"I want to say frankly that the statements recently published over the signature of the American Writing Paper Company regarding the endorsement of the United Typothetae were made advisedly, and in a true spirit of co-operation, with full intention of helping every paper manufacturer as well as every Printer and every Paper Merchant; in fact, the whole industry. The U. T. A. organization, worthy of it, and in full swing, gave us the idea.

## *The real reason for the campaign*

"For more than a year we have studied every phase of paper merchandising, as it was or might be done by the mill, the Paper Merchant and the Printer, and have also studied rather thoroughly the point of view of consumers. We listed all the causes of misunderstanding and sales resistance that occur in every link of this merchandising chain. The underlying and fundamental cause for these various conditions which we found, after thus studying the merchandising from mill to consumer, is the fact that the buyers of printing and paper have not had the correct understanding of the modern Printer or derived a knowledge of the value of a correct attitude toward the Printer and the Printer's salesmen.

## *To bring out the progress of the modern Printer*

"It is consequently our purpose to present



so dramatically and in such sharp contrast the old conditions compared with the new, that a more cordial relationship and a thorough understanding will be built up between the buyers of printing and the Printers.

"We reason, that by breaking down the barriers which many customers have unconsciously set up between themselves and their Printers, we will automatically make it possible for thousands of Printers to sell more printing and more paper at right prices and with greater satisfaction to all concerned, than ever before, and thus build up and stabilize the whole industry.

"We firmly believe that the printing business must be taken off the price competition basis and definitely placed on a service or professional basis. In this way it will be possible in many cases for the Printer to get two jobs where now he gets but one.

## *Printer must specify the paper*

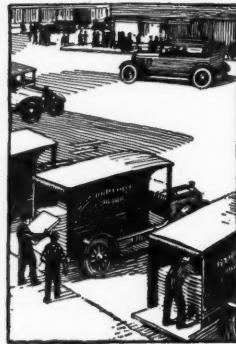
"Paper is a raw material. It is not a finished product ready for use, as a can of Campbell's soup, or a pair of Regal shoes. It is more like the bulk vegetables that enter into the making of the Campbell product or like the leather which enters into the making of the shoes. Therefore, since the Printer is a manufacturer and is responsible for his finished product, he should demand the right of specifying his materials.

"We have, therefore, announced publicly our belief that the Printer should control the specification of the paper. We are quite willing to rely on our ability to make papers of right values, and base the growth of our business on definite facts about our equipment and our methods, our uniform and standardized products, and let the Merchant and Printer do the rest."

AMERICAN WRITING PAPER COMPANY  
Holyoke, Mass.

# PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



## The economic position of the paper merchant in the printing industry

*Report No. 7, of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer*

"TWENTY-FIVE years ago it was freely predicted that the best days of the jobber were over. What has happened? The jobbing business to-day is stronger than ever.

"Those who have thought that the jobber was an unnecessary middleman—that he was a parasite on business—have been very superficial thinkers. They have not known this country. They have compared conditions with Europe, where conditions are entirely different. The manufacturing of this country is largely centred in the Eastern part of the continent. Thousands of miles lie between the manufacturers and the retail distributors. Jobbing centres have grown up in every part of the country. These centres are located geographically in such a manner as best to serve and distribute the goods in their local territories."—Saunders Norvell in *Printers' Ink*, June 10, 1920.

### *Paper Merchant more important than ever*



Mr. Norvell expresses for jobbers as a whole what has been particularly true of the Paper Merchant. The functions of the Paper Merchant have become more and more important in recent years. As the number of Printers\* has increased, the need for the Paper Merchant as a distributor has increased.

# AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

---

---

Were it not for the Paper Merchant, the individual Printer would have only two courses open to him—both equally bad.

In the first place he could place orders for the many different kinds of paper he needed, with the many different mills making those papers. He might pay the additional transportation costs on the small shipments, and wait two or three months for each shipment. In the long run, however, he would find that the additional cost of the paper, combined with the delay, would make his business all but impossible.

### *Fast turnover of Printer's capital dependent on Paper Merchant*

In the second place he could concentrate his purchases on a few lines of paper and buy them in large enough quantities to make the cost of transportation comparatively low. He would find, however, that this would not only reduce his selection of paper for any particular job—a very serious handicap to good service to his customers—but would also mean that he would have to tie up a large part of his working capital in dead stock or, at best, in stock that would not move for several months or a year.

With his capital tied up in this way his business would be limited and his growth slowed down.

The existence of the Paper Merchant means that the Printer's profit is greater because of a fast turnover on a given amount of capital. He can get what he wants when he wants it and on comparatively short notice. The Paper Merchant stores the paper for him and carries the overhead.

It is a more thorough appreciation of the value of fast turnover that is one of the big factors in making the Paper Merchant more widely recognized as a sound factor in the selling of paper.

### *A suggestion to Printers*

To all Printers the American Writing Paper Company makes the following suggestions:

Work with your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

AMERICAN WRITING PAPER COMPANY  
Holyoke, Mass.

---

\*Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver and the stationer.



*The Watermark  
of Excellence*

# PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Illustration from full page newspaper advertisement of the American Writing Paper Company putting the specification of the paper up to the Printer.

# Airpost Bond Chevron Bond Acceptance Bond

*Three papers made by experienced paper makers*

THE American Writing Paper Company, in its newspaper campaign, has come out in a definite and clear-cut endorsement of the modern Printer's service. We have definitely stated our belief that the Printer should be the one to specify the paper he uses.

But this means that the Printer must be assured that what he buys represents high quality and good value. To this end the American Writing Paper Company has taken the lead by expanding its Scientific Research Laboratory. This Laboratory sifts the ideas that are continually coming in from practical superintendents, foremen and mill men in twenty-six mills. It is constantly following out these suggestions

for improving the paper and standardizing the materials and manufacturing methods. It inspects and tests all paper that is turned out. It has brought about tremendous savings in manufacture that have been passed on to the trade and to the user in better values.

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the stock sizes and weights:

17 x 22—13, 16, 20 and 24 pounds  
22 x 34—26, 32, 40 and 48 pounds

AMERICAN WRITING PAPER CO.  
Holyoke, Mass.

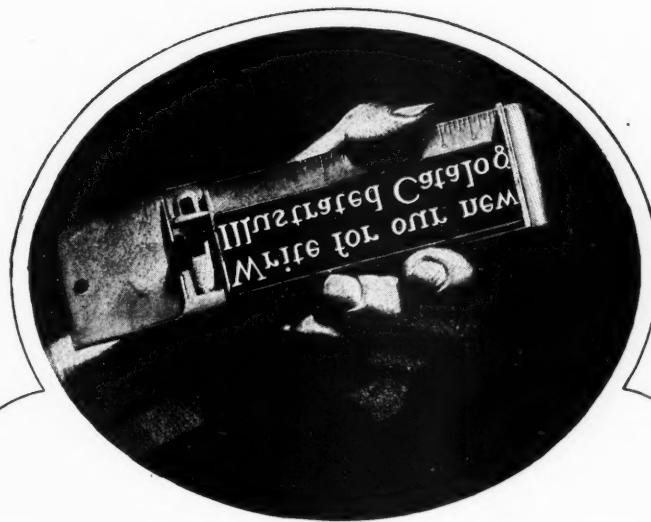


## Eagle A Bond Papers

Coupon  
Hurlbut Bank Bond  
1822  
Archive  
Agawam  
Government  
Old Hempstead  
Persian  
Roman  
Hickory  
Contract  
Standard  
Bankers  
Indenture  
Vendome  
Victory  
Debenture  
Security Trust  
Assurance  
Spartan  
Japan  
Wisconsin  
Rival  
AIRPOST  
CHEVRON  
Gloria  
Quality  
Revenue  
Derby  
ACCEPTANCE  
Norman  
Vigilant  
Option  
Freedom

# AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS—BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



# *What the Hand of the Printer Holds for You*

PEOPLE who have never seen you or your goods are made to see by your printing. presses, engravings, ink, and paper. The first two, type and presses, are standard equipment.

Your factory, of which you are so proud; your product, which you have labored to perfect—these things are your reason for living. But most of America's hundred millions will get their impressions of you and your work from printed pages.

When you invite people to send for your printing, you really invite them to send for the photograph of your life work. The hands of the printer mould the public's consciousness of your business existence.

A printer works with type and

presses, engravings, ink, and paper. The first two, type and presses, are standard equipment.

The paper, the engravings, and the ink are usually bought for each job.

Why not assist the efforts of your printer to make your catalog or booklet express your business, by telling him you are willing that he figure on using the proper Warren Standard Printing Paper?

You don't need to specify or urge the use of a Warren Standard Paper. Just tell your printer that you are willing if he is.

S. D. WARREN CO., Boston, Mass.

*Briefly Classified, Warren's Standard Printing Papers are*

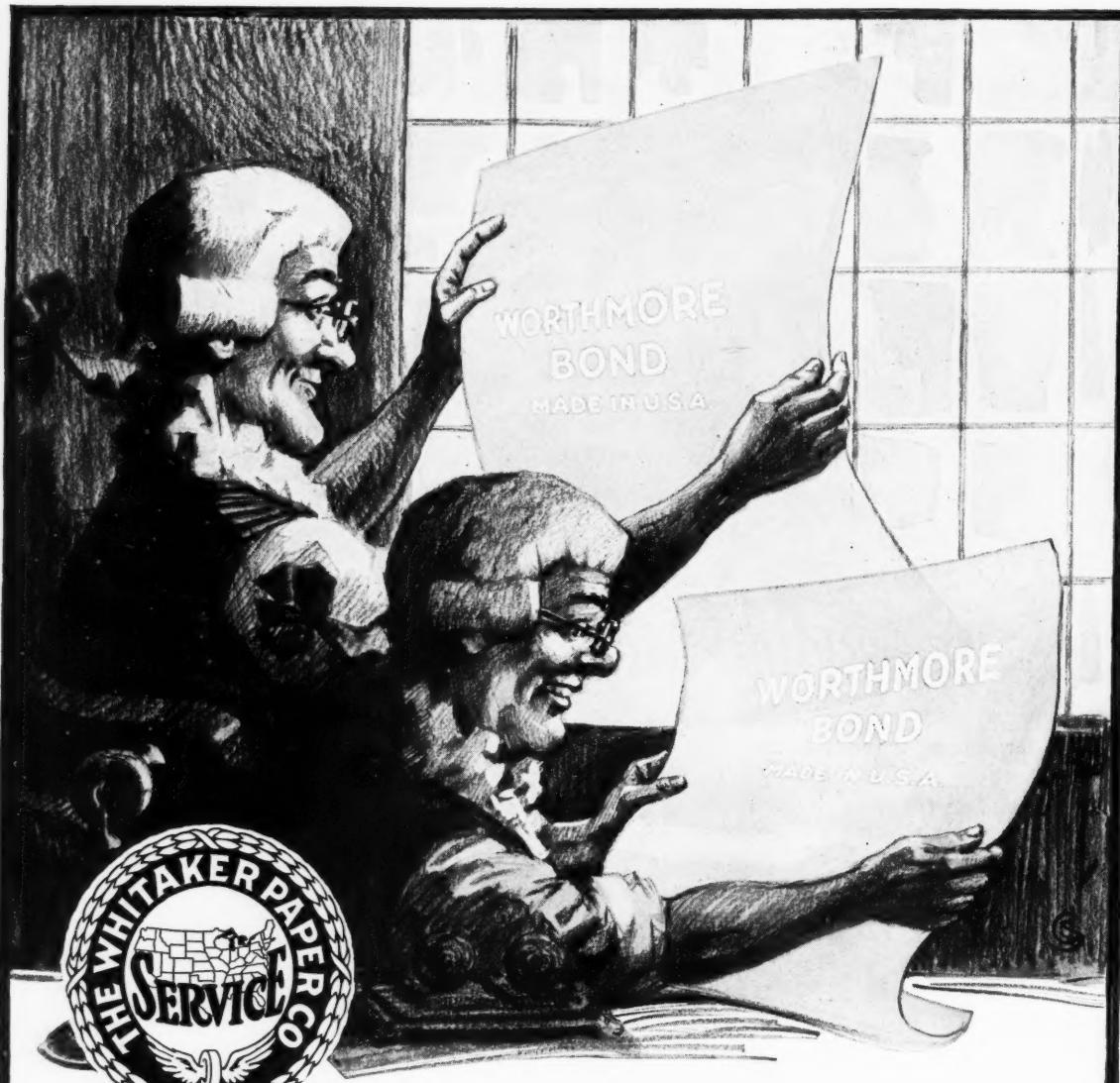
<b>Warren's Cameo</b> Dull coated for artistic halftone printing	<b>Warren's Silkote</b> Semi-dull surface, noted for practical printing qualities	<b>Warren's Cumberland Super Book</b> Super-calendered paper of standard, uniform quality
<b>Warren's Lustro</b> The highest refinement of surface in glossy-coated paper	<b>Warren's Printone</b> Semi-coated. Better than super, cheaper than coated	<b>Warren's Cumberland Machine Book</b> A dependable hand-sorted, machine finish paper
<b>Warren's Warrentown Coated Book</b> Glossy surface for fine halftone and process color work	<b>Warren's Library Text</b> English finish for medium screen halftone	<b>Warren's Artogravure</b> Developed especially for offset printing
<b>Warren's Cumberland Coated Book</b> A recognized standard glossy-coated paper	<b>Warren's Olde Style</b> A watermarked antique finish for type and line illustration	<b>Warren's India</b> For thin editions

better  
paper  
better  
printing

**EXAMPLES** of the kind of printing any good printer can obtain by using *Warren Papers* can be seen in various specimen books we have issued to printers—notably *The Warren Service Library*, and in *Warren's Paper Buyer's Guide*. These books are to be seen in the offices of catalog printers, in the public libraries of the larger cities, and in the offices of paper merchants who sell *Warren's Standard Printing Papers*.

The logo for Warren's Standard Printing Papers. It features the word "Warren's" in a large, bold, black, sans-serif font, with a registered trademark symbol (®) to the right of the 's'. Below "Warren's" is a horizontal black bar containing the word "STANDARD" in a smaller, all-caps, sans-serif font. The entire logo is set against a dark, textured oval background.

*Please Mention THE INLAND PRINTER When Writing to Advertisers.*



THE  
WHITAKER PAPER  
COMPANY

*Home Office*

CINCINNATI, OHIO

DIVISIONAL HOUSES

Atlanta, Boston, Baltimore, Chi-  
cago, Detroit, Denver, Dayton, O.,  
Indianapolis, New York, Pitts-  
burgh.

BRANCH HOUSES  
Birmingham, Columbus,  
Richmond.

SALES OFFICES

Akron, Buffalo, Cleveland, Colo-  
rado Springs, Kansas City, Knox-  
ville, Lexington, Louisville, New  
Haven, Philadelphia, Providence,  
Salt Lake City, St. Louis, Milwau-  
kee, New Orleans, Washington,  
D. C., Phoenix, Ariz., Minn-  
neapolis.

*More Significant than Fanciful*

**A** WATER-MARK on a sheet of bond paper may mean much or little; it may merely be a trade-mark or it may be both a trade-mark and a designation of definite, standardized value, as in the case of

**WORTHMORE BOND**

MADE IN U. S. A.

Nothing fanciful is *that* water-mark! It is a plain, unadorned and unqualified designation of more than ordinary worth, in a sheet that has invited comparison for almost a generation.

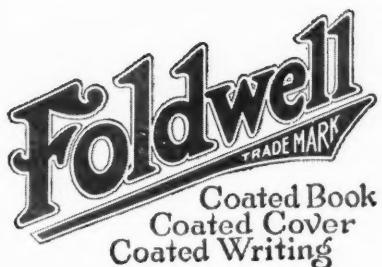
*White and colors; sizes and weights to meet market  
requirements. Envelopes and ruled headings in stock.*



## “What a striking Catalogue!”

“That's what I call taking advantage of a product's *real* sales features. Just ordinary house paint. Yet see how beautifully it is brought out on this cover. H'm, I wish my house were painted like that.”

CATALOGS—and inexpensive ones—*can* get under the skin of your prospects. The limitation of cold words can be overcome by the wise use of color and cover paper. Thousands of advertisers depend upon *Foldwell* to express forcefully the hidden values of their products.



Foldwell Coated Cover will improve your catalogs. Its better surface means better color work; and its unusual strength keeps the cover fresh even under severe usage.

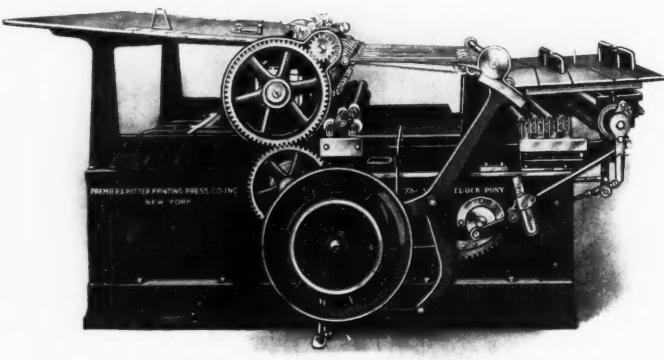
Send for samples of Foldwell Coated Cover. Every advertiser will profit by knowing about this printing paper.

CHICAGO PAPER CO., *Manufacturers*  
917 S. Wells St. Chicago, Ill.

*Nationally Distributed*

# The WHITLOCK Two-Revolution PONY PRESS

—standard  
pony press  
of the  
world.



**N**O cylinder printing press is so profitable an investment for the printer as the Whitlock Pony. Its reputation is worldwide. Smooth in its operation, quick to make ready and to get the form on and the work off, with a fine distribution, even and rigid impression, exact register, easy to feed and to operate, simple and durable — all these elements combine to make it the most popular of all the pony presses. It is as profitable for the large printing office with many cylinder presses as it is for the small printer whose only cylinder it is. It will print everything from an envelope to a sheet the full size its type bed will take, and from the lightest form to one with many halftones. It takes the place of the jobber — producing the work more quickly, of finer quality, and with less labor. Its speed is as fast as it can be fed with register. In short, *The WHITLOCK PONY* is the SWIFTEST, SMOOTHEST, SIMPLEST, MOST CONVENIENT, and MOST DURABLE of all pony presses. It is the Standard Pony Press of the World.

**PREMIER & POTTER PRINTING PRESS CO., Inc.**  
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

*The Premier, The Whitlock Pony, The Potter Offset, The Potter Tin Printing Press*

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

BOSTON: 720 RICE BLDG., 10 High Street

PITTSBURGH: 510 OLIVER BLDG., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345-355 Battery Street

CANADA WEST

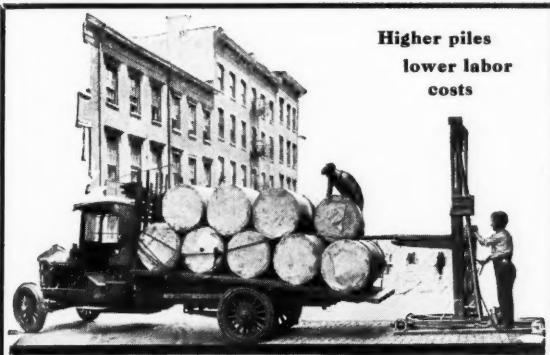
MESSRS. MANTON BROS.  
105 Elizabeth Street, Toronto, Ont.

CANADA EAST

GEO. M. STEWART, ESQ.  
92 McGill Street, Montreal, P. Q.

MARITIME PROVINCES

PRINTERS' SUPPLIES, LTD.  
27 Bedford Row, Halifax, N. S.



**Faster Loading Means More Trips per Day**

The time a REVOLVATOR saves in loading and unloading trucks can be turned into extra deliveries per day. With a REVOLVATOR two men can load or unload a truck in less than half the time, with less than half the energy that it ordinarily takes a "gang" by the old "push it up the skid" method. All REVOLVATORS are mounted on wheels and can be shoved from place to place by one man.

Let us tell you more about the REVOLVATOR and how it will increase your storage capacities — save labor — and expedite your piling, whatever it may be. Send for Bulletin I-60. There are nine standard models of the REVOLVATOR — Hand, Motor, and Combination Hand or Motor, operated in Revolvable, Non-revolvable, and open-end Bases — a type to suit the piling peculiarities of any business.

**REVOLVATOR COMPANY**  
313 Garfield Ave., JERSEY CITY, N.J.

**REVOLVATOR**  
REG. U. S. PAT. OFF.

**Built to Stand  
Hardest  
Service**



**"INTERNATIONAL"  
Electric Glue Heaters**

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket.

*Used by prominent concerns everywhere.*

**INTERNATIONAL ELECTRIC COMPANY**  
MANUFACTURERS  
ELECTRICAL HEATING APPLIANCES  
INDIANAPOLIS, U.S.A.

**"International Electric Heaters Are the Best"**

Write for folder  
"EFFICIENT GLUE  
HANDLING"

**Cause and Effect**

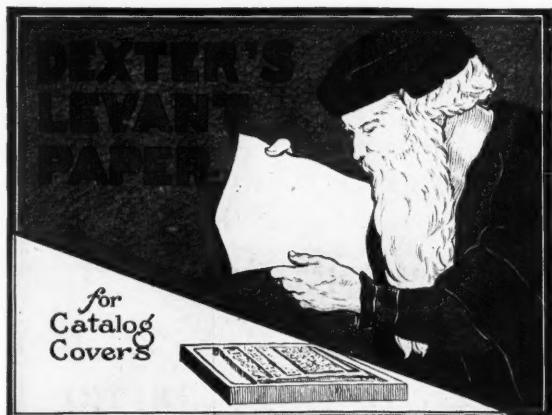
**E**SLEECK'S THIN PAPERS are made of the best rag stock, mixed with a long practical experience. We put big value into the papers.

*If you use them you will get that value in the form of SERVICE AND SATISFACTION*

Our specialties are ONION SKINS, MANIFOLDS and THIN BONDS, in white and a wide range of colors. They are right for important uses in every organized business office. They are sold by leading paper jobbers.

*Ask Dept. B for samples.*

**ESLEECK MFG. COMPANY**  
TURNERS FALLS, MASS.



**An Aid to Designers of  
Catalog Covers**

**I**N the daily grind of commonplace printing it is a welcome relief to the printer to receive a catalog order that calls for LEVANT Covers. However practical and prosaic he may appear, the worthwhile printer is an artist at heart, and he worships the spirits of those ancient craftsmen who wrought such marvels in print.

The use of Levant Cover Paper guarantees to any printed production the marked distinctiveness and dignity which are so desirable both from an artistic standpoint and from the angle of profitable sales promotion.

*Know LEVANT Cover Paper better. Request a Sample Folder that will fit your letter files. A copy of Dexter's XTRA, edited by Marcus, will also interest you.*

**C. H. DEXTER & SONS, Inc.**  
WINDSOR LOCKS, CONN.

**Colonial  
Covers**

THE likable character of Colonial Covers is well demonstrated in our new sample book. Various soft hued samples are shown—all appropriately printed with different inks and varying types of engravings. This sample book—yours for the asking—demonstrates the leathery pliability of Colonial Covers with their adaptability to good folding and embossing.

You will appreciate the rich Oriental colors and the ripple and antique finishes so well adapted to artistic printing.

**PENINSULAR PAPER CO., Ypsilanti, Mich.**

## FOR SALE

Complete Printing Plant (including buildings and machinery) valued at \$400,000.00. Established over 50 years. Incorporated. One of the largest plants in Pennsylvania. Plant running and doing a good business. Reason for selling—to settle an estate.

*Address*

Post Office Box 1325, Pittsburgh, Pa.



### Famous Byron Weston Products

- Byron Weston Record Paper . . . . . Highest grade ledger
- Waverly Ledger Paper . . . . . Popular priced ledger
- Flexo Ledger Paper . . . . . Hinged for loose leaf
- Typocount Ledger Paper . . . . . For machine bookkeeping
- Defiance Bond Paper High-grade documents and correspondence

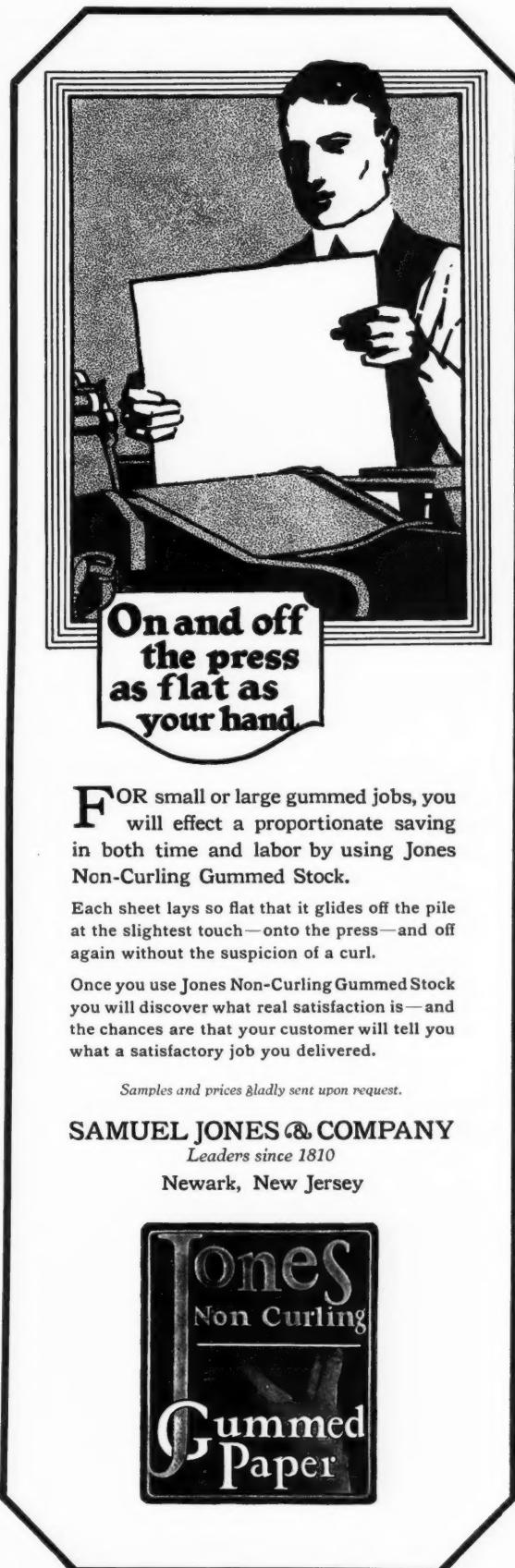
*Check the items in which you are interested and we will send you sectional sample books.*

BYRON WESTON COMPANY  
DALTON, MASSACHUSETTS

## Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.  
New York Chicago



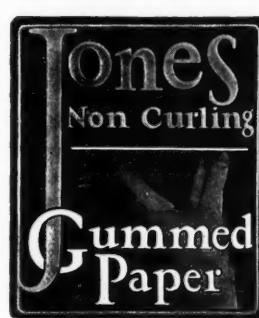
FOR small or large gummed jobs, you will effect a proportionate saving in both time and labor by using Jones Non-Curling Gummed Stock.

Each sheet lays so flat that it glides off the pile at the slightest touch—onto the press—and off again without the suspicion of a curl.

Once you use Jones Non-Curling Gummed Stock you will discover what real satisfaction is—and the chances are that your customer will tell you what a satisfactory job you delivered.

*Samples and prices gladly sent upon request.*

SAMUEL JONES & COMPANY  
Leaders since 1810  
Newark, New Jersey





**Ye Sign of Quality  
INKS**  
EAGLE PRINTING INK CO.  
Chicago      NEW YORK      Detroit



### ABSOLUTE TIME RECORDS

KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

#### You Need KASTENS TIME STAMP

Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. Send for catalogue showing various styles with prices.

HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

## BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog.  
Efficient Workmanship. Prompt Service.

Correspondence  
Solicited.

MURPHY-PARKER COMPANY  
701-709 Arch Street, Philadelphia, Penna.

## CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

New York Office: 21-23 Rose Street. Works: Brooklyn, N. Y.  
Avoid delay when in need of repairs by sending orders direct to office.

### THE TYPOGRAPHY of ADVERTISEMENTS

By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."

Professor Walter Dill Scott.

136 pages, 65 illustrations in two colors.  
Price \$2.20 postpaid.

THE INLAND PRINTER CO.  
632 Sherman Street, Chicago

## There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The  
J.F.W. Dorman Co.  
Baltimore, Md., U. S. A.

## METALS

Linotype, Monotype,  
Stereotype  
Special Mixtures

## QUALITY

First, Last and All the Time

E.W. Blatchford Co.  
230 N. Clinton St.      World Building  
Chicago      New York

We cater to the Printing Trade in making the most up-to-date line of  
**Pencil and Pen Carbons**  
for any *Carbon Copy* work.

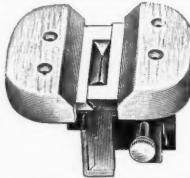
Also all Supplies for Printing  
Form Letters

**MITTAG & VOLGER, Inc.**  
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

### Cast Your Own Sorts with the Taylor Hand Adjustable Mold

**SAVE**  
TIME!  
TROUBLE!  
MONEY!



A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6 x 9 PICAS.

*Write for descriptive matter.*

THE KAMCO CORPORATION  
34 Barclay Street, New York City

## WOOD TYPE

THE BEST  
AND  
CHEAPEST  
IN THE  
MARKET

*Write for Sample Sheet.*

Expert Makers:

AMERICAN WOOD TYPE CO.  
302 McDougal St., Brooklyn, N.Y.

## NEW MODEL COMPOSING ROOM SAW



Complete with  
Motor

"Better than Many  
—Equal to any"

SAWS and TRIMS  
One Operation

Table Elevated from  
Saw and Trim Position  
to Sawing Position  
in Three Seconds

Powerful Work  
Holder

Gauge  
Adjustable  
to Points

LACLEDE MFG. COMPANY  
119-121 N. Main St.

St. Louis, Mo.

## Laclede Remelting Furnaces

Scientifically Designed and

Substantially Built in  
sizes to meet the  
requirements of  
any Office



Jobbers and Dealers  
Everywhere

Full Information upon  
request

MANUFACTURED BY THE

Laclede Mfg. Company

119-121 N. MAIN STREET  
ST. LOUIS, MO.



GOOD results every time—every printer wants  
them! They are hard to get on gummed stock,  
unless Nashua Indian Brand is specified.

The high finish of Indian Brand lends itself to  
the exacting requirements of multicolor jobs. This  
stock is especially recommended for the production  
of poster stamps and fine labels. It is thoroughly  
gummed and lies comparatively flat.

Send for samples.

Nashua Gummed & Coated Paper Co.  
NASHUA, NEW HAMPSHIRE

CANADIAN PLANT  
CANADIAN NASHUA PAPER CO., Ltd.,  
Peterborough, Ont.

## How Are Your Motors?

Are you able to get just the right speed for  
the jobs you are handling on your presses?

PUSH-BUTTON  
CONTROL MOTORS

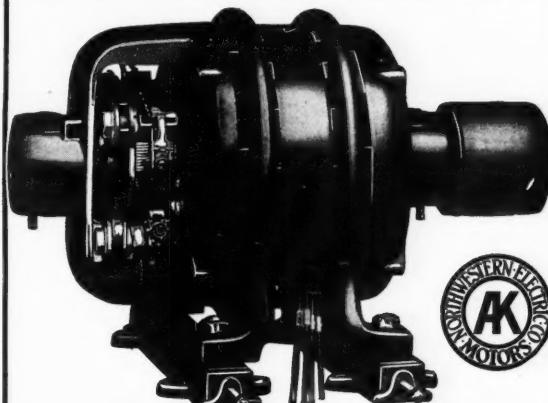
can easily be regulated to the proper speed for your work.  
They are running today after years of service in many of the  
larger plants over the country.

Illustrated folder, giving prices, free on request.

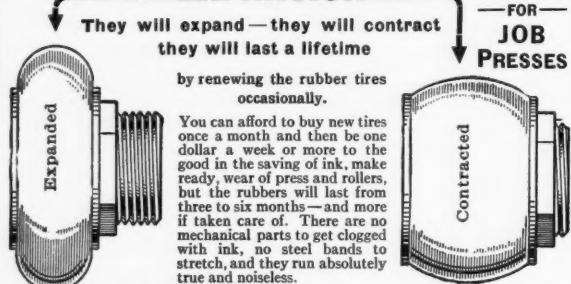
Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

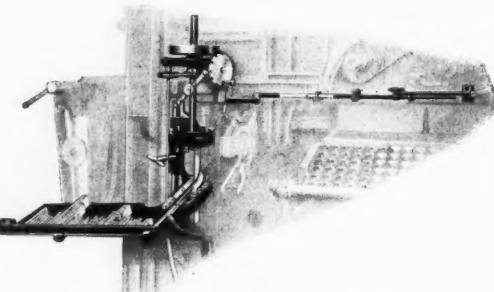
KANSAS CITY, Mo., 1024 Grand Ave. MONTREAL, QUE., 401 New Birk Bldg.  
PITTSBURGH, PA., 719 Liberty Ave. MINNEAPOLIS, 8 N. Sixth St.  
SEATTLE, WASH., 524 First Ave., S. TORONTO, 308 Tyrell Bldg., 95 King St.



## MORGAN EXPANSION ROLLER TRUCKS



ASK YOUR DEALER  
or SEND DIRECT TO MORGAN EXPANSION ROLLER TRUCK CO., 6552 Hollywood Boul., Los Angeles, Cal.



## THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

**MOHR LINO-SAW CO.**  
513-515 West Monroe Street, Chicago

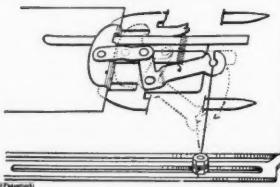
## A Perfect Register

Poor Register Eliminated.

Perfect Register with  
Poor Feeding.

Colorwork Registered to  
the Dot.

Price, \$3.50



## The Cowan Registering Side Guide For Job Presses

Price Soon Saved by Non-use of Throw-off, Saving Time and Paper

*carey*  
**EZOLA** TREADS  
AND MATS

*mean better work*



Ezola mats are springy, restful, and pleasant to stand on. They absorb the shocks and vibrations in the printing plant and prevent much of the usual fatigue of being on the feet all day. Less fatigue means better work, and better contented workers.

Ezola mats are cold-proof and damp-proof and help to prevent sickness. Inexpensive. Write for particulars to

**The Philip Carey Company**  
516-536 Wayne Avenue, Lockland, Cincinnati, Ohio

**Printing and Embossing**

with  
**IMPROVED  
MACHINES**

that will save you  
money and increase  
the quality and quantity  
of your printing products.

**The Do-More Automatic  
Process Embosser**

**The Automatic Card  
Printing Press** has  
demonstrated to many its  
profitable operation on card  
printing.

**The Do-More Auto-  
matic Embosser**  
Feeds, Powders, Embosses  
and Stacks just as fast as  
pressmen pull the prints off  
the press.

**The Typo-Embosser**

**The Automatic  
Card Printing Machine**

**Automatic Printing Devices Co.**

Patentees and Manufacturers  
Second and Minna St., San Francisco, Cal.

**WRITE  
FOR EXCLUSIVE  
AGENCIES**



## Halftone Inks—

that bring out all the beauty and detail of the halftone plates.

Try American Inks and let your pressman be the judge.

**KINZIE HALFTONE \$1.00**  
**OAKLEY HALFTONE 50c**

### American Printing Ink Co.

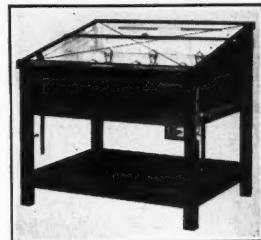
Office and Factory:  
2314 to 2324 W. Kinzie St., CHICAGO, ILLINOIS

*Save Hours of Production Time in Every Mechanical Department and Improve the Quality of Your Product by Installing*

## The PREMIER LINE-UP and REGISTER TABLE

(Patented June 15, 1920)

THE Premier Table will free the stones of line-up work and save hours of time for stonemen; it will practically eliminate press-waiting time in the shifting of forms for position and register, and while running will insure that correct position and register are maintained; it will save the bindery man hours of time—he sets his folding machines for the first signature on a job and all other signatures which follow will feed to the same identical folding machine guides. The printing plant without a Premier Register and Line-up Table is not earning its full measure of profits. Write us for complete information.



Standard size for sheets up to 51 x 40.  
Larger sizes to order.

PREMIER REGISTER TABLE CO.  
107 West Canton Street  
BOSTON, 18, MASS.

## Can You Increase Production by Bawling Out Your Help?

Hardly! The only way you can materially increase production is by efficient planning and efficient equipment. The most eager operator can not double his normal production in a print-shop, even if he works his head off, but our new gripper will double a man's power to produce without any speeding-up process.

**THE BROWN**  
**Split Gripper**  
For Platen Presses  
will Perforate, Crease,  
Cut, Punch or Emboss

while you are printing. Applied like a regular gripper. It holds blades and dies which are forced into the paper by the furniture in the form. No cut rollers, no wet perforations, no rehandling of stock.

*Money back instantly if not satisfied.*

Complete outfit for 10 x 15 press and under. .... \$10.00  
Over 10 x 15. .... \$12.50 Canada. \$11.50 and \$14.35

Outfit consists of 1 Split Gripper and bolt for attaching to press, 1 perforating blade, 1 creasing blade, and 2 quarter-inch punch dies. In ordering give size and make of press.

**TYPODEX CO.** 172 W. Clifford St.  
Providence, R. I.

Illustration shows portion of gripper holding various attachments.

**ADVANCE**

## Electric Glue Heaters



Do you know  
you can heat  
your glue with  
ELECTRICITY  
cheaper than  
with gas or  
steam?

Let us tell you about our complete line  
which most large binders are using and  
find a profitable investment.

*Complete information on request to*

**The Advance Machinery Co.**  
VAN WERT, OHIO

## Reduce the High Cost of Make-Ready

Making the form ready in the pressroom is an important element in the cost of the job; inferior electrotypes require a lot of make-ready.

*Dinse-Page electrotypes do not.  
They lower the cost of production.*

**Dinse, Page & Company**

725 S. La Salle St., Chicago Tel. Harrison 7185

*The Aristocrat of the Business  
Man's Desk!*

## CASTLE BOND

It Prints Well

**CLEMENTS PAPER COMPANY**

*Paper for Printers Exclusively  
NASHVILLE, TENNESSEE*

## GOSS

**The Name That Stands for Speed, Dependability, Service**

**The Goss High-Speed "Straightline" Press**  
Used in the Largest Newspaper Plants in U.S.A. and Europe.

**The Goss High-Speed "Unit Type" Press**  
Built with all Units on floor or with Units superimposed.

**The Goss Rotary Magazine Printing and Folding Machine**  
Specially Designed for Catalogue and Magazine Work.

**Goss Stereotype Machinery**  
A Complete Line for Casting and Finishing Flat or Curved Plates.

*Descriptive literature cheerfully furnished.*

**THE GOSS PRINTING PRESS CO.**

Main Office and Works:  
1535 S. Paulina Street, Chicago

New York Office:  
220 West 42d Street

## Profit-Producing Printing Papers

**Parker, Thomas & Tucker Paper Co.**  
535-539 South Franklin Street, Chicago

## Don't Discard Old Rollers

APPLICATION OF

**Noe-Equel**

**The National Cleaner and Type Wash**

often allows one to put discarded rollers back on the press. To get the best results and the longest use out of your rollers use *Noe-Equel* at every wash-up.

*Ask your dealer, or write*

**PRINT-AID COMPANY, Dayton, Ohio**

## Super-Crash for Bookbinders



**SCHWAB & WOLF**  
41 White St. New York

## *A Case of Efficiency*

Appearance of Our Neat  
Cards in Case



A neatly printed card may be just as effective as an engraved card, if it is the condition in which the card when it is presented that makes for or against its usefulness.

### PEERLESS PATENT BOOK FORM CARDS

may be printed or engraved, and in either case be highly effective. They also have all the other qualities in cards, namely: **Cleanliness**—because they are bound in books of twenty-five, with tissue paper between each card, and the book carried in a neat leather case; **Convenience**—because being in a case by themselves you do not have to find through half a dozen pockets before finding one; **Smoothness**—because being bound, they can not crumple or break; and our patent process permits detachment without having a rough edge; **Economy**—because every card is available for use, and none need be thrown away for any cause. A request will bring you a sample tab of the cards, together with information as to how you can furnish these cards to your present customers, and get the patronage of the best of the new ones. Write today.

**The John B. Wiggins Co.** Established 1857  
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

## THE MCGRATH ENGRAVING CO. EXPERT MAKERS OF PRINTING PLATES

501 S. LA SALLE ST.  
CHICAGO

TELEPHONE  
HARRISON 6245

ENGRAVING  
PROCESS

ELECTROTYPEING  
COLOR PLATES





## OLD USER SAYS:

"Our pressroom figures show that the Chapman Electric Neutralizer has greatly increased our production. It has meant even more to us in the maintenance of quality. It was a great investment. Its value has gone up with every increase in labor and paper costs."

## NEW USER SAYS:

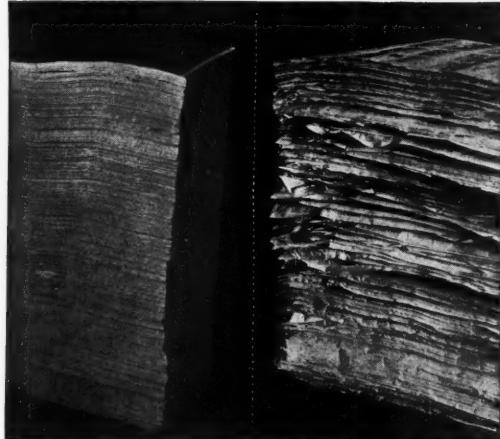
"Uneven and poorly piled paper cost us more in a few winter weeks than the entire amount we have invested in the Chapman Electric Neutralizer. This includes the cost of installing and operating — to operate it costs practically nothing."

# Chapman Electric Neutralizer

*Makes Presses  
Deliver Light Paper*

LIKE ↓  
THIS

INSTEAD OF ↓  
LIKE THIS



*Send for copy of "Facts."*

**UNITED PRINTING  
MACHINERY CO.**

38 Park Row - New York  
604 Fisher Building, Chicago  
83 Broad Street - Boston



## Do you know

that during the last two years great advances have been made in the use of bronze?

## and do you know

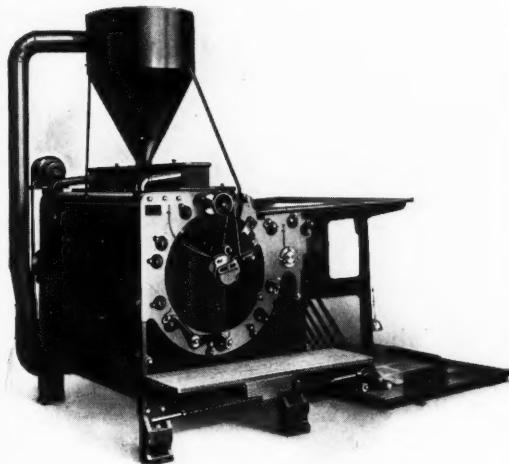
that within the same two years from 80% to 90% of ALL BRONZED WORK DONE in this country has been done on

**U. P. M.  
Vacuum Bronzers?**

## and do you know

that from 80% to 90% of ALL BRONZING MACHINES BOUGHT by American users in these same two years have been

**U. P. M.  
Vacuum Bronzers?**



**The U. P. M. Vacuum Bronzer**

**UNITED PRINTING  
MACHINERY CO.**

38 Park Row - New York  
604 Fisher Building, Chicago  
83 Broad Street - Boston



## Get Ready for Your Busiest Winter

Competition for business in nearly all industries and trades, such as has not existed for several years, will let loose a vast flood of delayed printing work.

Radical shifting of price-schedules in all lines of merchandise will also demand revision of catalogues and circulars.

## Kimbleize Your Shop Now

### KIMBLE MOTORS

for job and cylinder presses, folders, stitchers, cutters and all other tools, will enable you to turn out more work and better work, at a lower cost for power and labor than you get in any other way.

*Send for our Catalogue*

**KIMBLE ELECTRIC CO.**  
635 North Western Avenue  
CHICAGO



ONE of the most gratifying, at the same time one of the most substantial tributes that could be paid to Crescent Service is the constantly increasing number of *truly good* printers who are coming to Crescent for their Photo-engraving and Electrotyping.

We would be glad to tell you about the completeness of our service, which includes Designing, Engraving, Electrotyping and Copy-writing in all their branches.

### CRESCENT ENGRAVING CO.

Kalamazoo, Michigan



## Probably Western States Has It

The shortage and upset in envelope materials doesn't seem to have hit here so hard as in a lot of factories. We've done so well at keeping up sizes, varieties and grades that you better put your envelope question right up to us before assuming that "you can't get it."

The chances are that you are due for an agreeable surprise in both specifications and price.



# BLOMGREN BROS. & CO.

ESTABLISHED 1875

DESIGNERS  
ENGRAVERS  
ELECTROTYPERS  
NICKELTYPERS  
LEAD MOULD  
PROCESS

512 SHERMAN ST.  
CHICAGO



This press,  
*the Potter  
Proof Press*

in the hands of  
the average  
workman is a  
great time-saver

- 1st. It saves time in taking proof because of its simplicity, ease of operation, speed and convenient arrangement.
- 2nd. It cuts out the time of productive presses used for press-proofs and color proofs, because these can be done just as well on the Potter.
- 3rd. It reduces cost by forestalling errors, which later are expensive to correct, through good proof which insures early detection of all errors and defects.

Being efficient in all the uses of a proof press, the Potter saves and makes money, and will be an everlasting satisfaction to you. Potter Proof Presses have been on the market 10 years, but the present machines, with great improvements in design, are as superior to the first ones as they were to the ancient roller presses.

Hacker Manufacturing Company  
312 North May Street  
Chicago

## Osterlind Printing Press & Mfg. Co.

CENTRAL BANK BUILDING

ST. PAUL

### Read What This Printer Says

Name on Request

"DEAR MR. —:

"I think we have one of the best pressrooms in Canada, and I have no hesitation in saying that the Osterlind Press has earned more money for us and done better work than any other press in our shop. To me it is a marvel in simplicity, accuracy and speed. No doubt they have shown you samples of the work it has done. We could show you lots of samples of commercial work. It will easily take the place of three or more platens, and has not cost us a dollar since we installed it.

"I do not know the class of work you have, but take it that your work is of the regular commercial line; if so, there is no doubt but that it will prove a money maker to you.

"This letter is written absolutely without prejudice so that when I speak so highly of the Osterlind you readily see that there is no ulterior motive, and if I could only back up and place six Osterlind Presses side by side and forget the work that other presses would do, I feel I could die happy."

Eastern Agents:  
GIBBS-BROWER CO., 461 Broadway, New York.

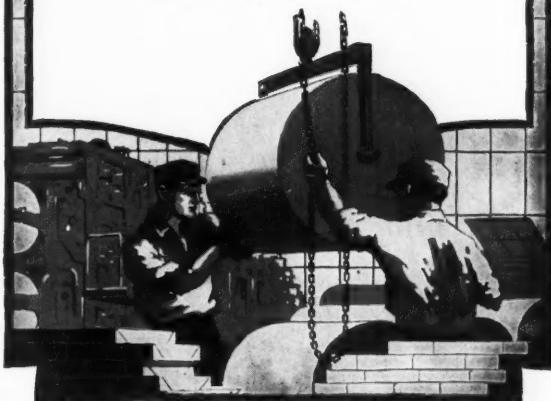
Foreign Agents:  
Canada, Miller & Richard, Toronto and Winnipeg.  
Europe, Pierre Verbeke, Brussels, Belgium.  
South Africa, C. H. Rufus, Johannesburg.  
British Isles, Walker Bros., London.  
Norway, Trygve M. Johnsen, Christiania.

## STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what  
you want? Let us help you.  
Call, write, or phone.

C. B. HEWITT & BROS., Inc.  
16-24 Ferry St., New York City



JAMES H. MC-GRAW  
President      ARTHUR J. BALDWIN  
Vice President      J. MALCOLM MUIR  
Vice President      FREDERICK M. FEIGER  
Vice President      EDWARD CALDWELL  
Treasurer      JAMES H. MC-GRAW, Jr.  
Secretary

### MC-GRAW-HILL PUBLICATIONS

MC-GRAW-HILL COMPANY, INC.

TENTH AVENUE AT 36TH STREET, NEW YORK CITY

POWER  
COAL AGE  
AMERICAN MACHINIST  
ENGINEERING AND MANUFACTURING JOURNALS  
MINING AND METALLURGICAL ENGINEERING

ELECTRICAL WORLD  
JOURNAL OF ELECTRICITY  
ELECTRICAL MERCHANDISING  
ELECTRIC INDUSTRY  
INGENIERIA INTERNACIONAL

August 17, 1920

Mr. Charles Savage, Treasurer,  
Sterling Engraving Company,  
10th Ave. & 36th Street,  
New York City, N.Y.

Dear Mr. Savage:-

The Ben Day color engravings which you recently made for the front cover advertisements of the General Electric Company for some of our journals, are of such a high standard of excellence that I would like to express to you our very real appreciation of the character of this work.

We are very much pleased with the general service and quality of the work which you are doing for us. Taking into consideration the fact that you are making all of the engravings for ten of our publications, it is really remarkable that there is such a universal expression of approval of your work among our editors, business managers, salesmen, and advertising service men.

Mr. Ehrman, the manager of our Engraving Department, has often assured me that because of the character of the service which you are rendering, he has very few of the worries which ordinarily go with such a position.

Very truly yours,

*J. Malcolm Muir*  
Vice President.

# The STERLING ENGRAVING CO., NEW YORK

*Very few of the worries*  
which ordinarily go with such a position." ¶ What a world of meaning—and of relief, for the man who buys engravings—in that simple sentence of Mr. Muir's. ¶ If you have ever felt (for cause) that the engraving end of your business is difficult, uncertain, hard to handle, try Sterling *once*—and learn what we mean when we say "Sterling Service produces Sterling Results."

Process Color~Line~  
Ben Day~Black & White



**THE LARGEST ENGRAVING HOUSE**  
in America, its great volume of business permits the installation of the most up-to-date equipment and the maintenance of a great force of the most expert men.

**TWIN PLANTS**—one uptown, the other downtown—work day and night, assuring real speed when a job is wanted quick!

**A SYSTEM**, the development of 17 years of progress, guarantees the same careful attention to small orders as to large ones.

**CALL A STERLING REPRESENTATIVE**, when you have a hard job and learn the meaning of "Sterling Results."

**Twin Plants**

200 William Street  
10th Ave. at 36th St.

# "Horton" Method of Increasing Profits

WITHOUT RAISING PRICES

## INCREASE PRODUCTION

By Installing

# "HORTON"

FOUR-IN-ONE DRIVE

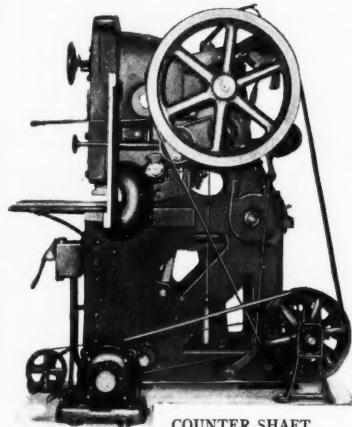
## VARIABLE SPEED PULLEYS

Drive Shaft Models Used as a

## STANDARD EQUIPMENT

BY SEVERAL LARGE PRINTING MACHINERY MANUFACTURERS

*Write for catalogue and particulars.*



COUNTER SHAFT  
TYPE

Adaptable to a wide variety of machines.

## HORTON MANUFACTURING COMPANY

Cable Address "HORTOKUM"

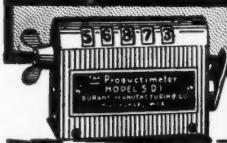
3008-3016 University Avenue, S. E.

Minneapolis, Minn., U. S. A.

### The "New Era" Multi-Process Press

**Fastest Flat Bed and Platen Press on the Market**  
Can be assembled to print in any number of colors on one or both sides of stock.  
Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once  
through the press completes job. Ask us today for literature and samples.

Built by THE REGINA COMPANY  
17 Marbridge Bldg., 47 West 34th Street, New York City



### The Productimeter

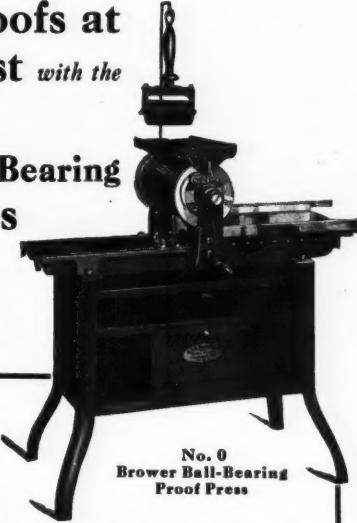
Does more than count. It's a regular watch dog.  
Prevents overruns, avoids loss and waste.  
Write for Bulletin No. 41 and find out what "The  
Productimeter" can do for you.

(1258) DURANT MANUFACTURING COMPANY, Milwaukee, Wis.

## Better Proofs at Lower Cost *with the* **B. B. B.** Brower Ball-Bearing Proof Press

**No. 0 Brower**  
Bed, 14" x 20"

**No. 2 Brower**  
Bed, 17" x 25"



No. 0  
Brower Ball-Bearing  
Proof Press

WHY continue  
to "pound" proofs by hand? It's a waste of the  
compositor's time and the results are never  
100% satisfactory. Brower Ball-Bearing Proof Presses offer  
the most economical solution for your proofing problems.  
The No. 0 Brower, our latest model, is designed for one-color  
proofing. Will take galley up to 12 in. x 18 in. The No. 2  
Brower is the last word in proof presses. Gives a firm, even  
impression, and the proofs are clear and sharp. Color proofs  
that register to a hair are easy with the No. 2 Brower.

*Why not investigate the Brower line?*

## A. T. H. BROWER COMPANY

233 West Schiller Street, Chicago, Ill.  
S. COOKE PROPRIETARY, Ltd'd, Sole Agents for Australia.

## EMBOSSING IS EASY

If you use STEWART'S EMBOSSED BOARD  
Simple, economical, durable

Sheets, 6x9 inches \$1.25 a dozen, postpaid

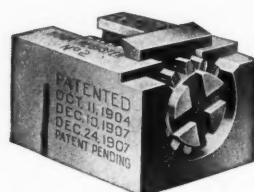
## THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO



## Rouse Job Sticks

are unrivaled for accuracy, convenience and durability. Instantly adjustable to picas and nonpareils. Most economical stick for the employer and compositor. Use a Rouse Stick and be convinced. Other Rouse utilities provide short cuts to profit in the printing business. Write for particulars.



## Register Hooks and Bases

are the choice of the largest and most progressive color printers because of the all-around efficiency, economy and durability. Investigate before determining upon a plate-mounting system.

**H. B. ROUSE & CO.**

2214 Ward Street, Chicago

## Better Catalogues at Less Cost

*Telling a Man to Keep Your Catalogue  
Won't Make Him Do It!*

**Why not write or  
send in samples of  
your complicated  
stripping? We will  
show you how to  
make a tremen-  
dous saving.**



**H**E will keep it without being told if it contains pertinent information in permanent form.

Well printed, well illustrated matter, displayed upon good paper, covered attractively and securely bound, impresses, and is commendable as a wise salesman. But a catalogue which falls apart into a heap of separate sheets is a poor salesman who has failed at the psychological moment.

And the difference between retention for reference and disdainment to the waste basket is not a case of cost, but of KNOWING HOW to have the binding done. Give your saddle stitched, paper covered catalogues a lasting binding by reinforcing the inner section with a muslin strip; also strip the cover and insert the sections into the cover and stitch or saddle sew them. The books can be stripped with a harmonious color of paper to cover the stitches.

The reinforcing on the inner section gives added strength and the leaves will not tear away from the stitch nor break in the fold as in the ordinary catalogues.

And it's cheaper, for the labor is done on the BRACKETT STRIPPING MACHINE.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books  $\frac{3}{4}$ " to 1" thick and strip index sheets, reinforce paper covered pamphlets between cover and outer sections, or do any other stripping which is done by hand.

**BRACKETT STRIPPING MACHINE CO.**  
TOPEKA, KAN.

# IDEAL

## Guaranteed Flat Gummed Paper



Does it lie flat? Try it and see!

### IDEAL COATED PAPER COMPANY

*Mills and Main Office, BROOKFIELD, MASS.*

NEW YORK

CHICAGO

CINCINNATI

### *The* Fort-ified Electric Pot Heater



A set of rugged electrical heating units that apply to a regulation gas, Linotype, Intertype, Linograph, Monotype or Thompson Typecaster pot.

It is interchangeable so that in an emergency gas, gasoline or coal oil burners may be used, thus be heated by any one or all of four different methods.

Owing to the uncertainty of gas this winter we are experiencing a great demand and are able to equip only a few more plants before cold weather so we would recommend placing your order without delay.

Our Heaters are guaranteed against mechanical and electrical defects for a period of one year from date of installation and sold upon a 10 days' free trial basis. Test our heater on your own machine and if not satisfactory return at our expense.

**Fort-ified Manufacturing Company**

14th St. and Agnes Ave., Kansas City, Mo.

### The Superior Matrix Company

*Makers of*

**MATRICES FOR MONOTYPE  
THOMPSON AND UNIVERSAL  
MACHINES**

Fifth Floor, Industrial Building  
BALTIMORE, MD.

**W**E furnish holder with our matrices for monotype machines. No changes necessary. Our prices reasonable and first class work guaranteed. No patent on our holder or matrices.



## Safety vs. Risk

Here is "risk;" there is "safety"—which will you sell?

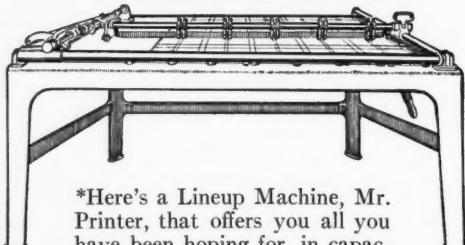
Or, to put it another way: Here are plain paper checks; there are National Safety Paper checks—which will you recommend?

Make your customers' checks safe by printing them on National Safety Paper.

*Write for samples.*

**George LaMonte & Son**  
61 Broadway New York

## Hancock Perfecting Lineup Machine



\*Here's a Lineup Machine, Mr. Printer, that offers you all you have been hoping for, in capacity, in operating speed, and in absolute accuracy. It is built in our own new, modern plant by men whose sole idea is to perfect the machine for your use, and who have succeeded to the entire satisfaction of scores of users.

Special features include lining up sheets before printing (saves press time), quick lay-out of margins (saves planning time), makes one to sixteen lines in one movement (saves lineup time), shows "moves" correctly (saves makeup's time), eliminates waiting from start to finish (saves everybody's time).

*\*Keep your eyes and mind open.*

Write for descriptive folders and list of users.

**The Hancock Perfecting Lineup Machine Co.**  
Lynn, Massachusetts

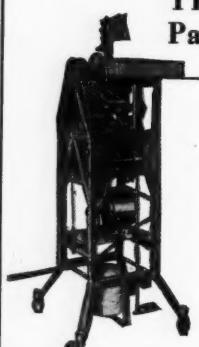
**TORONTO TYPE FOUNDRY CO., LTD.**  
Exclusive Agents for Canada and Newfoundland.



## Never slips—

This non-slip knot makes your package secure and is a safeguard against accidents. It is tied by the Bunn patent knotter, one of the exclusive features of

### THE BUNN Package-Tying Machine



Ties all cartons and packages quickly and securely. Does the work of three to five girls with only one operator. Uses a minimum amount of twine. Speed limited only by ability of operator to handle material.

*A ten-day free trial in your plant will convince.*

**B. H. BUNN & COMPANY**  
9970 Charles St., Chicago, Ill.

Printers will be interested in the larger model of the Bunn Package-Tying Machine. Especially adapted for handling bulky and difficult packages. Full information for the asking.

## Miehle Bargains

We have for sale the following Miehle presses now running in Minneapolis. Each press guaranteed in first class condition and perfect register.

**One No. 1, 39x53 Miehle, \$5,000**  
4 Roller, Combination Front Delivery

**One No. 2, 35x50 Miehle, \$4,500**  
4 Roller, Combination Front Delivery

Each machine is equipped with 220-D.C. motor and speed controller which can be bought with the press. *They won't last long.* So write us today or come in and we will show you the machines running.

**PRINTERS' SUPPLY CO., Minneapolis, Minn.**

## JAMES WHITE PAPER CO.



Trade-mark  
Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

**219 W. MONROE STREET, CHICAGO**

# Makes Everybody Happy



## Supreme Brand

### FLEXIBLE TABBING COMPOSITION

*—will please you and your customers, and does bring in additional orders.*

SUPREME BRAND costs you no more than inferior tabbing compositions. It contains no inflammable materials, and it will not deteriorate in quality with any number of reheatings.

Your men will like SUPREME BRAND because it is so easy to apply, and spreads so evenly. They appreciate its lack of obnoxious odor either before or after applying.

Your customers will be pleased because their pads are really flexible;

SUPREME BRAND is packed in red, white and natural (amber) color in 5, 10 and 25 pound pails at 37c, 36c and 35c a pound respectively. Ask for special quantity price in larger packages.

**EVERY POUND OF SUPREME BRAND IS GUARANTEED**

Your money promptly refunded if it fails to satisfy.

won't come apart; are not sticky; and single sheets can be taken out of the middle of the pad. In other words, SUPREME BRAND actually *does what they have always expected* of tabbing compositions.

To demonstrate the above statements to your own satisfaction and profit, just send a trial order to the distributor named below who is nearest to you:

Chicago.....	The Layton Elastic Glue Co. (Mfrs.)
Boston, Mass.....	The A. Storrs & Bement Co.
New York City, N. Y.....	Lasher & Lathrop, Inc.
Philadelphia, Pa.....	Paper Migrs. Co., Inc.
Baltimore, Md.....	Hubbs & Corning Co.
Richmond, Va.....	B. W. Wilson Paper Co., Inc.
Pittsburg, Pa.....	The Alling & Cory Co.
Cleveland, Ohio.....	Kingsley Paper Co.
Cincinnati.....	Cincinnati Cordage & Paper Co.
St. Louis, Mo.....	Graham Paper Co.
Nashville, Tenn.....	Graham Paper Co.
Birmingham, Ala.....	Graham Paper Co.
New Orleans, La.....	Graham Paper Co.
El Paso, Texas.....	Graham Paper Co.
Kansas City, Mo.....	Graham Paper Co.
St. Paul, Minn.....	Wright Barrett & Stillwell Co.
Denver, Colo.	Carter, Rice & Carpenter Paper Co.
Spokane, Wash.....	Zellerbach Paper Co.
Seattle, Wash.....	Zellerbach Paper Co.
Portland, Oregon.....	Zellerbach Paper Co.
San Francisco, Cal.....	Blake, Moffitt & Towne.

THE LAYTON ELASTIC GLUE CO., 703-709 West Fulton St., Chicago, U.S.A.



*Home of the*  
**GLOBE**  
**ENGRAVING &**  
**ELECTROTYPE**  
**COMPANY**

❖  
**DESIGNING**  
**RETTOUCHING**  
**HALFTONES**  
**ZINC ETCHINGS**  
**COLOR PLATES**  
**WAX & WOOD**  
**ENGRAVINGS**  
**LEAD MOULD**  
**NICKEL-STEEL**  
**ELECTROTYPE**

❖

**701-721 S. DEARBORN ST., CHICAGO**  
*Telephones, HARRISON 5260-5261-5262 All Departments*

**WETTER** Numbering Machines

ALWAYS RELIABLE—ALL DEALERS  
**WETTER NUMBERING MACHINE COMPANY**  
 ATLANTIC AVE. AND LOGAN ST.  
 BROOKLYN-NEW YORK, U. S. A.

*Note—Send for Our List*  
 of new and rebuilt CYLINDER PRESSES, ready  
 for immediate delivery.

WALTER SCOTT & COMPANY, Plainfield, N. J.

**EMBOSSING DIES**

OUR SPECIALTY

**The Weidenmiller Die Mfg. Co. (Not Inc.)**  
 4311-4313 Lincoln Ave., Chicago, Ill.



**NO CHANCE**

for such an accident if your presses are equipped with "Gene" Turner Safety Guards. Then there are 62 other money saving devices in the Vest Pocket Catalogue; write for it.

"GENE" TURNER 30 Euclid Arcade, Cleveland, Ohio

**CARBON BLACK**

SOLD BY  
**GODFREY L. CABOT, Boston, Mass.**  
 938-942 Old South Building

Auk, Monarch, Kosmos No. 1, Kosmos No. 2, PN Elf, SS Elf, Kalista

**Printing Plants and Businesses**  
 BOUGHT AND SOLD

Printers' Outfitters. American Type Founders' Products,  
 Printers' and Bookbinders' Machinery of Every Description.

CONNER, FENDLER & CO., 96 Beekman St., New York City

**BOOKBINDERS**

TO THE TRADE  
 We specialize in Edition and Catalog Binding in cloth or  
 leather, also pamphlet work.  
**THE FOREST CITY BOOKBINDING CO.**  
 525 Caxton Bldg., Cleveland, Ohio

To Eliminate Static Electricity—  
 Offset—Slip Sheeting, Use  
**The Johnson Perfection Burner**  
 Cleveland



Injector in Metal

## CLEAN YOUR TYPE METAL And KEEP IT CLEAN with PERFECTION METAL CLEANER

Our Cleaner positively removes ALL impurities; it decreases dross to a minimum; it forms a harmonious mixture of the metal, making it cast perfectly. *Stop and think what that means.*

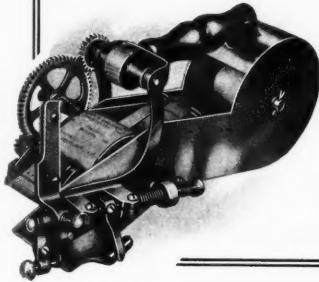
It will cost you nothing to try our Cleaner and prove the above facts.

FOR FULL PARTICULARS, WRITE TO

**PERFECTION METAL CLEANER COMPANY (Not Inc.)**  
6805 Perry Avenue, Chicago, Illinois

## Wing-Horton Mailer

Standard for twelve years.



PREFERRED by some conservative publishers who want a brass machine. Whether you want a standard brass machine or a new light aluminum mailer we can supply the best there is.

Chauncey Wing's Sons  
Greenfield, Mass.

Largest Manufacturers of label pasting mailers in the world.

## Strait's Patent Lever Feed Guide

*The Logical Successor to the Quad*

SAVES TIME WILL NOT SLIP

Pull lever back to open gauge-head, insert points in draw sheet about  $\frac{1}{4}$  inch from feed line, move to desired position and push lever down.

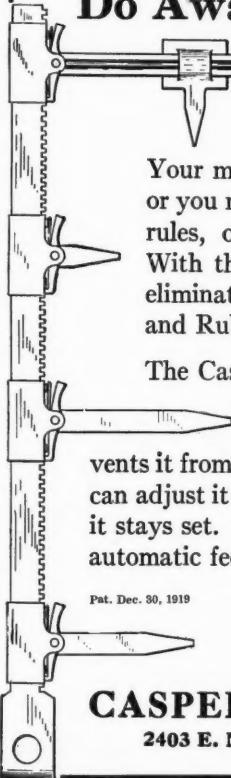


Order from your dealer or the manufacturer

H. H. STRAIT, Overland, Mo.



## Do Away with Strings and Rubber Bands



Your margins may be very narrow or you may be running perforating rules, or any complicated forms. With the Casper Gripper you can eliminate such makeshifts as Strings and Rubber Bands.

The Casper Gripper securely holds the sheet to the platen in absolute register, and prevents it from sticking on the form. You can adjust it in a jiffy and when once set it stays set. It is extensively used with automatic feeders and fits any machine.

Pat. Dec. 30, 1919

When ordering state size and kind of press.

**CASPER GRIPPER CO.**  
2403 E. Ninth St., Cleveland, Ohio

## Non-Distribution and the Carter Type, Lead and Rule Caster

Only type caster making 54, 60 and 72 point. The range of the Carter type caster is from 5 to 72 point faces.

The only type caster that makes you independent of type foundries.

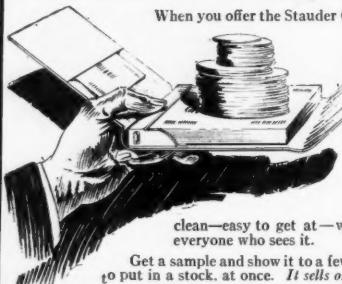
No cutting off attachment used on our leads and rule. Cast to required sizes with sharp ends.

## The Carter Type Machine Co.

5th Floor, Industrial Building  
Baltimore, Md.

## It's Like Handing 'em Money!

When you offer the Stauder Card Case to a customer it's just like offering him gold dollars for about 85 cents, because if he takes it he saves fully 15% of his cards.



clean—easy to get at—with a style appreciated by everyone who sees it.

Get a sample and show it to a few customers. You'll decide to put it in a stock, at once. *It sells on sight.*

**Stauder Engraving Co., 239 N. Wells St., Chicago**

[1918]

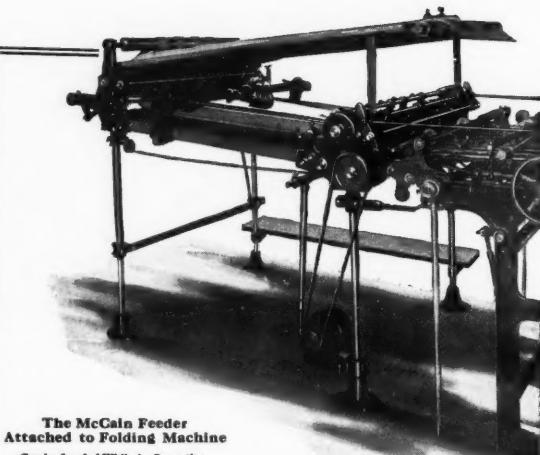
This is the famous 'Case with the Platform' — holds one card or many, plain or folded, printed or engraved. No scoring or perforating required. Keeps cards

clean—easy to get at—with a style appreciated by everyone who sees it.

Get a sample and show it to a few customers. You'll decide to put it in a stock, at once. *It sells on sight.*

**Stauder Engraving Co., 239 N. Wells St., Chicago**

[1918]



**The McCain Feeder  
Attached to Folding Machine**

Can be Loaded While in Operation.

## Full Speed Ahead!

Don't let your folding machines lag behind in production. Equip them to deliver the maximum in quantity and eliminate the human element in feeding.

### THE MCCAIN Automatic Feeder

which is easily attached to the Anderson, Brown, Cleveland, Dexter, or Hall Folders, is the logical solution to your problems of feeding.

**McCain Bros. Manufacturing Company**  
29 South Clinton Street, Chicago, Illinois

**Invest \$3.00  
And Make Good  
Christmas Profits**

The Stauder Line of Engraved Personal and Business Greeting Cards for Christmas and New Year is now ready. Designed especially for Stationers and Printers. Many designs adapted to omission of sentiments, allowing them suitable for Type Printing or Engraving of Special Verse or Sentiment, or use of Customer's own Plate.

**This is a Money-making business—Get your sample  
EASILY and CLEAN.**

Sample Line No. 1—Cards with Verses and Sentiments: Mounted in Book; with Retail Price List \$3.00  
(Rebated when orders total \$150.00)

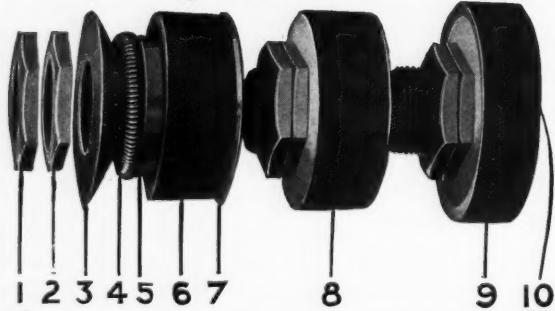
Sample Line No. 2—Cards with Verses and Sentiments: Unmounted; with Retail Price List \$2.00  
(Rebated when orders total \$100.00)

Sample Line No. 3—Cards with Verses and Sentiment: Unmounted; with Retail Price List \$1.00  
(Rebated when orders total \$50.00)

**Stauder Engraving Co., 239 N. Wells St., Chicago**

[1940]

## Warner Expansion Roller Trucks



THE proper expansion for a roller truck is illustrated above. Read the following explanation:

- 1—The lock nut is locked when truck is adjusted to its proper diameter.
- 2—The adjusting nut used to adjust the truck to its proper diameter.
- 3—Allows spring (4) to climb upward when the nut (2) is adjusted.
- 4—Endless coil spring closely wound which is used for internal expansion.
- 5—Spring steel band which is placed around coil spring (4) to give flat foundation for rubber tire (6).
- 6—Tire which is made of a composition of rubber to overcome effects of ink, oil and gasoline. Tire is V-shaped to fit (3, 7) so as to overcome the ink, oil, gasoline, or dirt getting into internal parts of trucks.
- 7—V-shaped washer, same as (3).
- 8—Roller assembled ready for proper adjustment.
- 9—Roller expanded to full capacity. Allows for  $\frac{1}{4}$ -inch expansion over all.
- 10—Hexagonal hub. Allows the use of a wrench and keeps inking rollers from turning while adjusting trucks to proper size.

### TEST THEM YOURSELF

Order a set on a *free* trial basis of 30 days. If unsatisfactory return the trucks at our expense—otherwise mail remittance for \$18.00.

**Warner Expansion Roller Truck Co.**  
Box 424, North Chicago, Illinois

# Practical BOOKS about PRINTING and the ALLIED TRADES

*Send for this Catalogue today  
IT IS FREE*

**THE INLAND PRINTER CO.**

632 SHERMAN STREET  
CHICAGO

# TABLE OF CONTENTS

OCTOBER, 1920.

PAGE	PAGE	PAGE			
"Ad. Essentials at a Glance" .....	86	High Wages — Low Costs.....	41	PRINTER'S PUBLICITY — <i>Continued</i> :	
Adverse Advertising .....	45	House-Organs, Attractive Series of.....	67	Long-Johnson Printing Company.....	78
<b>BOOK REVIEW:</b>		Hynson, Garret P., Dies.....	86	Sales and Service Ideas.....	79
Manual for the Study of the Psychology of Advertising and Selling.....	83	<b>ILLUSTRATIONS:</b>		PROCESS ENGRAVING:	
Paul and the Printing Press.....	83	Educational Exhibit of Royal Electotype Company .....	86	American Made Dyes for Color Photography.....	59
Photoengraving Primer .....	83	Gutenberg, Fust and Schoeffer, Colossal Monument to .....	75	Brulegravure .....	59
Chicago Craftsmen to Resume Meetings.....	84	Jay H. Neff Hall, New Home of School of Journalism of University of Missouri.....	81	Collodion Color and Bath Acidity.....	59
Chicago Printers Honor Soldier Dead.....	84	One Piece Stereotyping Machine.....	87	International Photoengravers' Union of North America Elects Officers.....	59
Civil Service Positions Open.....	85	Perfection Metal Injector.....	85	Measuring Screen Pitch.....	59
Cleaner for Type Metals, A New.....	85	Plantin, Christopher, Printer Mark of.....	53	Pioneer Photoengravers, The Passing of.....	59
<b>COLLECTANEA TYPOGRAPHICA:</b>		Portrait Gallery in the Plantin-Moretus Museum .....	54	Proofreader's Task, The.....	47
Begin and Win! .....	75	Shipping Box for Linotype Composition.....	85	<b>PROOFROOM:</b>	
Book to Buy, A — III.....	76	Tablet Dedicated by Chicago Union Printers in Memory of Members Who Fell in Late War .....	84	De Vinne on Proofreading.....	63
Collective Advertising .....	76	Warner Expansion Roller Trucks.....	87	Learning to Be a Proofreader.....	63
Important Event, An.....	76	<b>Incidents in Foreign Graphic Circles:</b>		Royal Electotype Company, Educational Exhibit of .....	86
In Business for Three Centuries.....	75	52		Ruling Inks, Sample Book of.....	84
Practical Man's Books, A.....	75	<b>JOB COMPOSITION:</b>		Shipping Box for Linotype Composition.....	85
Scott, Sir Walter, on Printing.....	76	Variety Without Loss of Identity.....	65	Shortage of Help, and Reduced Hours.....	50
<b>CONTRIBUTED:</b>		John Smith's Bookkeeping, No. 10.....	57	Slitting and Perforating, For Accurate.....	87
Adverse Advertising .....	45	Language Forms, Standardization of.....	68	SPECIMEN REVIEW .....	69
Coöperation, A Ten Year Experiment in...	62	<b>MACHINE COMPOSITION:</b>		Stereotyping Machines, Something New in...	87
Dedication of Jay H. Neff Hall at University of Missouri .....	80	Matrices Do Not Drop Regularly.....	61	Systems Bond, New Sample Book of.....	86
High Wages — Low Costs.....	41	Matrices Drop in Wrong Channel.....	61	Thompson, Frederick A.....	84
John Smith's Bookkeeping, No. 10.....	57	Matrix Body Gage.....	61	<b>TRADE NOTES:</b>	
Language Forms, Standardization of.....	68	Matrix Ears Bend.....	61	"Ad. Essentials at a Glance" .....	86
Plantin, Christopher, A Short Biography of.	53	Studying the Machine.....	61	Chicago Craftsmen to Resume Meetings.....	84
Proofreader's Task, The.....	47	Miller Saw-Trimmer Company, Advertising Folders From .....	86	Chicago Printers Honor Soldier Dead.....	84
Coöperation, A Ten Year Experiment in...	62	<b>NEWSPAPER WORK:</b>		Civil Service Positions Open.....	85
<b>CORRESPONDENCE:</b>		Anniversary of Birth of American Newspapers .....	82	Cleaner for Type Metals, A New.....	85
"Broken Package" Prices, As to.....	51	Is It a Game of Elimination? .....	81	Deacon, Mrs. Margaret A., Dies.....	84
More About the Bonus System.....	51	Newspaper the Judge of News.....	81	Direct Mail Convention at Detroit, October 27 to 29 .....	84
<b>COST AND METHOD:</b>		Observations .....	82	"Eagle A" Organization Increases Advertising Staff .....	84
Cost and Method.....	55	Success and Happiness in Country Field...	81	Evening Classes in Typography.....	84
Cost of Ink, The.....	56	Paper Situation, a Sidelight on the.....	83	Expansion Roller Trucks for Gordon Presses, Improved .....	87
Lates, Cutting Out the.....	55	Pittsburgh Man Heads Electrotypes.....	60	Fulton, J. A.....	84
Deacon, Mrs. Margaret A., Dies.....	84	Plantin, Christopher, A Short Biography of.....	53	Goes Specialties for Printers, New.....	85
Dedication of Jay H. Neff Hall at University of Missouri .....	80	<b>PORTRAITS:</b>		High School Girl Establishes Record as Linotype Operator .....	85
Direct Mail Convention at Detroit, October 27 to 29 .....	84	Mercer, Miss Olga.....	85	Hynson, Garret P., Dies.....	86
"Eagle A" Organization Increases Advertising Staff .....	84	<b>PRESSROOM:</b>		Miller Saw-Trimmer Company, Advertising Folders From .....	86
<b>EDITORIAL:</b>		Halftone Plates Show Spots.....	64	Royal Electotype Company, Educational Exhibit of .....	86
Editorial Notes .....	49	Making Overlays for Catalogue Forms.....	64	Ruling Inks, Sample Book of.....	84
Shortage of Help, and Reduced Hours.....	50	Some Questions for Our Readers.....	64	Shipping Box for Linotype Composition.....	85
What Printing Offers as an Occupation.....	49	To Keep Edges of Halftones Printing Clean.....	64	Slitting and Perforating, For Accurate.....	87
Evening Classes in Typography.....	84	To Make Emery Powder Adhere to Paper..	64	Stereotyping Machines, Something New in...	87
Expansion Roller Trucks for Gordon Presses, Improved .....	87	<b>PRINTER'S PUBLICITY:</b>		Systems Bond, New Sample Book of.....	86
Foreign Graphic Circles, Incidents in.....	52	Analyze Your Publicity.....	77	Thompson, Frederick A.....	84
Fulton, J. A.....	84	Caulk, The L. D., Company.....	77	<b>United Typothetae of America, Thirty-Fourth Annual Convention of:</b>	
Goes Specialties for Printers, New.....	85	Engraving House Publicity.....	77	60	
High School Girl Establishes Record as Linotype Operator .....	85	Hall-Gutstadt Company .....	77	What Printing Offers as an Occupation.....	49

# Why Advertise?

With our reputation established after thirty years of painstaking effort at service and all our factories running to capacity we are asked: Why advertise? It is true the present generation of printers are our staunch friends. But, having brought ink making to the highest degree of excellence, it becomes a moral duty to let the whole world know it. Besides, the younger men starting in business should be told how to begin right.

Write, Wire, Phone, Call—Offices in all the principal cities.

## Sinclair and Valentine Co.

NEW YORK, 605-611 WEST 129th STREET

BOSTON	516 Atlantic Avenue	CHICAGO	718 South Clark Street	TORONTO	233 Richmond Street, W.
PHILADELPHIA	1106 Vine Street	ST. LOUIS	101-103 S. Seventh Street	MONTREAL	46 Alexander Avenue
BALTIMORE	312 North Holliday Street	CLEVELAND	321 Frankfort Avenue	WINNIPEG	173 McDermott Avenue
NEW ORLEANS	425 Gravier Street	DETROIT	184 Gladstone Avenue	ALBANY, BUFFALO	and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

## Assuring Efficiency from the Start—

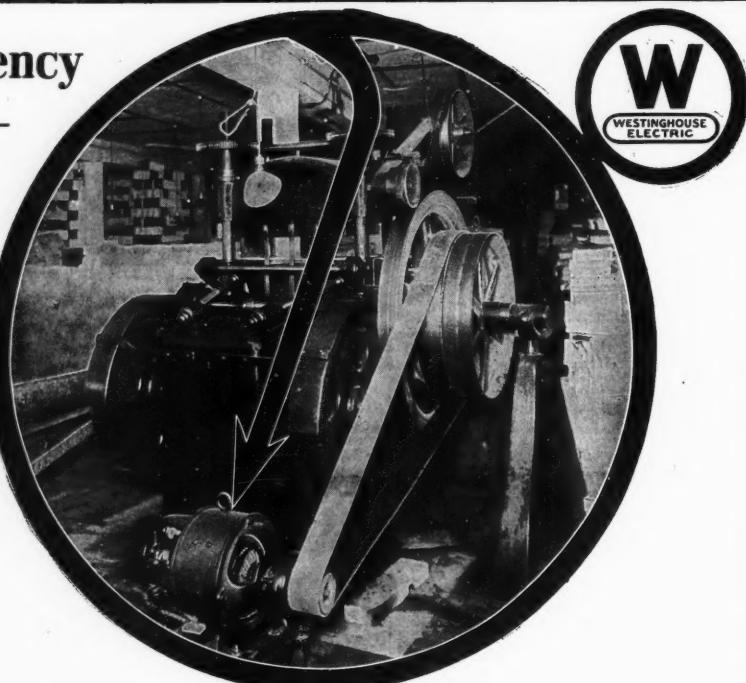
The printer upon installing new equipment naturally feels that he is fully equipped to meet his delivery promises.

This is true only if he has carefully considered the drive and control best suited to fill his particular requirements.

Westinghouse-Cline motors and controllers mean to the printing trade what Westinghouse generating equipment means to the large electric power plants of the world. They assure efficiency from the start and throughout the life of the new equipment.

WESTINGHOUSE  
ELECTRIC & MANUFACTURING CO.  
East Pittsburgh, Pa.

Sales Offices in All Large American Cities.



# Westinghouse

# Machinery & Equipment for Printers, Newspapers and Folding Box Makers

## Overhauled Machinery for Sale:

29x42 Scott, 2 rev., 2 roller.

43x62 Cottrell, 2 rev., 4 roller.

40x60 Scott, 2 rev., with rear folder.

25x30 Miehle, 2 rev., 2 roller.

39x53 Miehle, 2 rev., 4 roller.

39x52 Huber, 2 rev., 4 roller.

8-page Cox-Duplex Newspaper Press.

19x24 and 26x31 Babcock Job Drum.

19x25 Brown Circular and Job Folder.

33x45 Brown "Toga" Job Folder.

28-in. Hall Single Folder with Slitter.

12x18 C. & P. New Series with Humana Feeder  
and other attachments.

11x17 Auto Press, with Feeder.

25x32 Potter Proof Press with feed board and  
inking attachment.

14x22 Thomson Press, Style 6-C.

14x22 Universal Press, box frame.

11x25 and 9x17 Vandercook Proof Presses.

8x12, 10x15, 14x20 and 14½x22 C. & P. Presses.

15x21 Golding Art Jobber, 4 roller.

14x20 Mentges Circular Folder.

*Write us, tell the new and overhauled equipment you wish to buy or sell.*

**WANNER MACHINERY COMPANY** A. F. WANNER,  
Proprietor

Shops: 215-223 W. Congress Street

714-716 S. Dearborn Street, Chicago, Ill.

## A Quarter of a Century of Service

**T**WENTY-FIVE years is a long time, but not too long to spend in the pursuit of an ideal, and we feel amply repaid by the loyal co-operation of our many subscribers.

In this period we have perfected a Credit and Sales Service to meet your every requirement. For *your* business no book can compare with the *Typo Credit Book*. It is the only book which lists this trade complete in all its branches, and is so classified in columns as to give a distinct list of each branch. Besides its value for your *credits*, it is indispensable for all *sales* purposes.

There are still some houses who have not yet tested the *Typo Service* nor found out through personal experience why hundreds of their business associates and competitors continue to use it year after year in their *Credit* and *Sales* Departments.

To such houses we offer the thought—Isn't it worth while to know that you are not neglecting any of the advantages which they have?

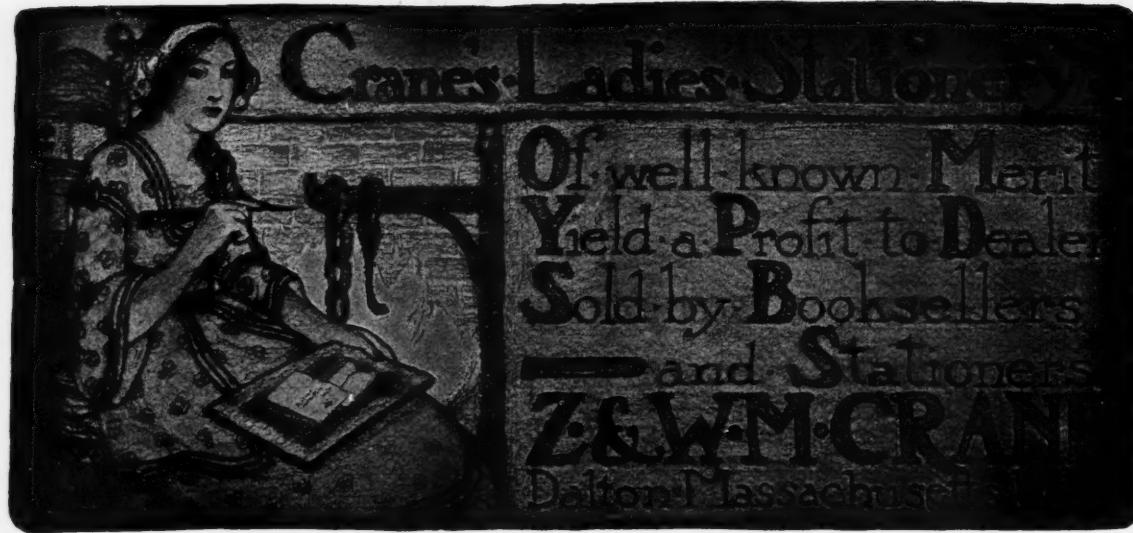
## THE TYPO MERCANTILE AGENCY

General Offices: 438 Broadway, New York, N. Y.

CREDIT BOOKS

REPORTS

COLLECTIONS



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass. and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

## INDEX TO ADVERTISEMENTS

# CROMWELL Tympan Papers

Give Cleaner Impressions with  
a Minimum of Make-Ready

**S**AVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

*Sample of our Tympan Paper sent on application.*

## *The Cromwell Paper Co.*

Department I. P.

Jasper Place

Chicago, Ill., U.S.A.



TRADE MARK

# CHARACTER

The Something called Character is not achieved over night or created at will. It is a structure founded and maintained by performance. No way has been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow.

*Linotype Character has always marked  
Linotype Leadership*



MERGENTHALER LINOTYPE CO.

29 Ryerson Street  
Brooklyn  
N.Y.

*This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE Material*